



Grow Omaha Media Sponsorship Guide

Grow Omaha is a media outlet covering growth, development and business expansion in the Omaha metropolitan area. We talk about real estate, construction, economic development and business news. We were founded by Trenton Magid and Jeff Beals in 2004 and have become a major force in local media.

Grow Omaha is committed to making Omaha a more prosperous, vibrant and fun place to live, work and visit. Our mission is to instill a sense of confidence and optimism in the Omaha community and marketplace.

GROW OMAHA FEATURES

Grow Omaha Media communicates with its followers using three forms of content delivery: terrestrial radio, digital video and direct email. Below are details about what is included in each content category:

Terrestrial Radio

Grow Omaha Radio Show – We broadcast live every Saturday morning at 9 on News-Radio 1110 KFAB. Hosted by Jeff Beals and Trenton Magid, this show has been on the air continuously for more than 17 years and attracts 12,000 listeners each week, making it the most popular weekend radio show in the marketplace. Founded in 1924, KFAB is a 50,000-watt, clear-channel radio station affectionately known as the “blowtorch,” and is Nebraska’s station of record.

Digital Video

Grow Omaha Uncut – Take a peek behind the curtain and see what really happens in-studio during the Grow Omaha show. Each week, we bring a video camera into the studio and record the entire Grow Omaha show including what goes on during the commercial breaks. Grow Omaha Uncut is a great way to

hear – and see – the show on-demand, 24-hours-a-day if you miss the live broadcast or just want to experience the show again.

Grow Omaha Highlights – We divide each Grow Omaha show into video segments, so if you want to see and hear just one part of the show, this is your best bet. Grow Omaha Highlights include the News of the Week, the Lightning Round and all our special guest interviews.

Grow Omaha Eats – If there's one thing Grow Omaha founders Trenton Magid and Jeff Beals truly love, it's eating and drinking. Each week, we release a video review of a local restaurant. We only choose restaurants we love and are proud to recommend to Grow Omaha followers. Whether you're a bona fide foodie or you just enjoy a night out on the town once in a while, you'll find Grow Omaha Eats' restaurant reviews to be entertaining, full of valuable information and mouth-watering!

Grow Omaha Long-Form Interviews – Periodically, Grow Omaha goes in depth with an influential decision maker about an issue that's important to our followers. Grow Omaha interviews are video-based and always entertaining and enlightening. Rest assured, these exploratory interviews will be worth every minute you watch!

Direct Email

Grow Omaha Weekly Market Report – This weekly e-newsletter goes to thousands of local subscribers who want to keep up on Omaha's business news including real estate development, business happenings and our ever-popular new restaurant and retail updates. It's a ton of information in a super-fast, quick-reading format.

Periodic Blast Emails – Under certain circumstances and on an infrequent basis, Grow Omaha will send promotional emails to all of its subscribers. These emails could be used for Grow Omaha's internal promotional purposes or for our clients' promotional purposes. We have to protect the integrity of our email database, so we are judicious in the use of this service.

SPONSORSHIP OPPORTUNITIES

The chart on the following page breaks down all our sponsorable content features and the weekly sponsorship cost.

Yellow Highlight = Currently Sold Out

Content Feature	Description
DIGITAL VIDEO: Grow Omaha Uncut	Weekly video of the Grow Omaha radio program recorded live in the KFAB studio
DIGITAL VIDEO: Grow Omaha Highlights	Video highlights from each week's episode of Grow Omaha – News of the Week, interviews and Lightning Round
DIGITAL VIDEO: Grow Omaha Eats	Our professionally edited and produced video reviews of Omaha restaurants. These are like miniature television shows (10-to-15 minutes each)
DIGITAL VIDEO: Grow Omaha Long-Form Interviews	Periodic videos in which we conduct in-depth interviews of key Omaha leaders about topics of interest to our followers
TERRESTRIAL RADIO: Title Sponsor	Name mentioned multiple times throughout show; in-show read, prepared commercial, in-show live interviews
TERRESTRIAL RADIO: Retail Feature	In-show read at the beginning of the show, prepared commercials
TERRESTRIAL RADIO: News of the Week	In-show promo by host before and after the news of the week near the beginning of the show, prepared commercials
TERRESTRIAL RADIO: Commercial Real Estate Development Spotlight	In-show promo by hosts in which we feature and promote projects by the sponsoring real estate developer and announce news for the developments
TERRESTRIAL RADIO: The Lightning Round	In-show promo at the beginning of the lightning round, name mentioned at end, prepared commercial
DIRECT EMAIL: Weekly Market Report title sponsor	Logo at top, promo line following newsletter nameplate, sponsored article, clickable links, complimentary radio interview each quarter
DIRECT EMAIL: Development of the Week	We feature your development with a photograph and article, clickable link
DIRECT EMAIL: Business News of the Week	Logo and clickable link plus complimentary radio interview each quarter
DIRECT EMAIL: Periodic Blast Emails	Customized promotional emails to the Grow Omaha subscriber database