

# Reigniting You®

*...with your host, Lisa Downs*

*Airs on Mondays from 3:00-4:00 p.m. on AM 880 KIXI*



Focusing on age 40-plus professionals, Lisa Downs, host of Reigniting You®, offers listeners an opportunity to explore a variety of topics and timely issues for making mid-late career transitions, whether in or out of the workforce, so they can lead fulfilling lives regardless of their age. Through a combination of guest interviews, career transition advice, and storytelling, Lisa guides her listeners to find a renewed sense of purpose for the next phase of their careers and lives.

Lisa Downs began her career at the age of 16 when she was the voice of Public Service Announcements for an AM radio station in Valparaiso, Indiana. From there, she worked at both public and commercial radio stations in Illinois and Iowa prior to making a career change to education and workplace learning and development. With over 24 years of experience, she now coaches Gen Xers and Boomers to find what's next through her business, New Aspect Coaching, based in Redmond, Washington.

Align your business with the radio show that takes a positive, fun approach to mid-late career transition and reignition!

Find out more at 425-216-3015 - or - <https://reignitingyou.com>

# Reigniting You®

*...with your host, Lisa Downs*



## **KIXI AM 880:**

- **50,000-watt AM station**
- **Roots date back to 1947**
- **Business format combined with oldies music**
- **Exclusive format in Western Washington**
- **Heard from just north of Portland, OR to Vancouver, BC**
- **Worldwide on [www.kixi.com](http://www.kixi.com)**
- **State-of-the-art talk studio**

Find out more at 425-216-3015 - or - <https://reignitingyou.com>

# Reigniting You®

*...with your host, Lisa Downs*



## Listener Demographics:

- Typical age range = 35 to 65+ years old (prime buying years!)
- Households earning over \$100K = 36% (high disposable income!)
- Weekly listeners = 55,200
- Weekly in-car listeners = 44,100
- Social media users = 47,158
- Homeowners = 90%
- Relationship focused = 62% married

Find out more at 425-216-3015 - or - <https://reignitingyou.com>

# Reigniting You®

*...with your host, Lisa Downs*



## Reframe Package (Investment = \$950 per month, only one available)

- One, 10-second live endorsement mention per week (for 4-5 weeks each month)
- Two, 30-second spots per week (for 4-5 weeks each month)
- One, 22-minute guest interview with Lisa on the air once a month
- Website logo/link
- Email blast inclusion (Lisa's weekly show summary and career tips)

## Resolve Package (Investment = \$725 per month, only two available)

- One, 5-minute interview every month
- One, 30-second spot per week (for 4-5 weeks each month)
- Website logo/link
- Email blast inclusion (Lisa's weekly show summary and career tips)

## Renew Package (Investment = \$375 per month, only three available)

- One, 30-second spot per week (for 4-5 weeks each month)
- Website logo/link
- Email blast inclusion (Lisa's weekly show summary and career tips)

Find out more at 425-216-3015 - or - <https://reignitingyou.com>