



# WARREN ECKSTEIN

## Animal Lovers Best Friend

### Show Summary

Level the playing field between pet and owner.

- Pet behavior, versus medical
- Solves problem behavior
- Offers training techniques
- Warm and friendly approach

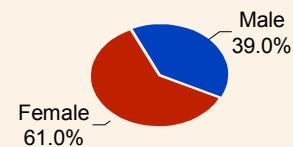
### Total Affiliates

Approx. 90

### Leading Affiliates

WOR-AM (New York)  
 WSBA-AM (York, PA)  
 CKLW-AM (Detroit)  
 WAEB-AM (Allentown)  
 KSMA-AM (Santa B'ara)  
 KXL-AM (Portland)

### National 12+ Distribution



%US Coverage: 49%

### Talk To Some of the Most Passionate Talk Radio Listeners...Pet Owners

- Participate in the \$23 billion pet products marketplace
- Reach the 60% of Americans who own pets
- Highly recognizable host translates to ratings

### Put the #1 Pet Expert in America on Your Weekend Line-up

- Internationally recognized host
- Trained and deployed K9 corps in Vietnam
- Pet advisor to the stars, like David Letterman, Al Pacino, Rodney Dangerfield and Lily Tomlin
- Monthly contributor to NBC's *Weekend Today*
- Pet and Animal editor, NBC's *Later Today*
- Many appearances on *The Tonight Show*, *Late Night with David Letterman*, *Good Morning America*, *20/20*, *Current Affair*, *Hard Copy*, *E!*, and *Lifestyles Of The Rich and Famous*
- Featured in *People*, *Time*, *USA Today*, *New York Times*, *L.A. Times*, *Money Magazine*, and the *Wall Street Journal*
- Author of six books

Network Feed Times: GE8, Starguide

	Eastern	Central	Mountain	Pacific
<b>LIVE</b>	Sa, 4p-6p	Sa, 3p-5p	Sa, 2p-4p	Sa, 1p-3p

Permitted Clearance Times: All

Terms: Barter, 4 min per hour

### Related Program:

#### **Warren Eckstein on Pets** (Feature)

One minute content w/ one minute network spot - once daily  
Delivered on CD every two weeks

Producer: Noah Fleischman, (212) 642-4461

Affiliations: (212) 642-4533

