



The Radio Show

WITH DAN "THE CAR MAN" JONES

A 60 Minute, "Live Weekly" Dedicated To...

"The Old Car Community"

Turn The Page For Information On Our...

- Objective
- Pilot Program(s)
- Our New Home
- Your Opportunity
- Producer ~ Host

www.itsallaboutthecar.com



Our Sole Objective



=



We only want to be the nation's #1 radio program dedicated to the old car hobby. We don't think that's too much to ask.

Although, thankfully... there's not a lot of competition!

Our Audience*:

Highly Social - Incredibly Loyal - Extremely Knowledgeable

97% - Male
69% - Between 35 and 64
44% - College Graduate or Higher
65% - Belongs To At Least 1 Club
95% - Own Their Home
\$139k - Average Household Income

Spends an average of \$6,320 per year on:

Parts • Tools • Accessories • Insurance
Paint & Body Work • Mechanical Services
Hobby Related Travel

**ReadexResearch® Collector Car Enthusiast Profile*

Did You Know: There are 97 car clubs registered with The Car Club Council of Greater San Diego!

[Listen
To
The
Demo!](#)

**IAATC Show Elements
Custom Designed For Our Audience:**

- Highly produced history segments offering in-depth edutainment
- Informal, informative and inspiring interviews with actual owners
- Car-lebrity Guests
- Sponsor and Guest hosted giveaways
- Show specific "bumper" trivia
- Incredible web support: photos, historical documents, great links & more

"It's All About The Car... the Radio Show" is designed to be the Old Car Enthusiasts choice for "Aural Auto-tainment."

Of course we did a pilot...

(well OK, we did 21 "pilots")



From Feb 12th to June 24th, "It's All About The Car" did a 21 show pilot program, airing on KCBQ - AM 1170.

As part of the "Love Network" block of automotive radio programs, this half-hour pilot run attracted an immediate audience of Old Car Fans.



Initial promotion of the show was done through numerous personal appearances at various automotive events as well as through car clubs, both local and national.

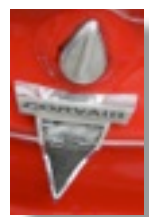


On only the 2nd show, highlighting the 1964 Corvair Monza, our audience included listeners from Atlanta, Seattle, and Albuquerque, all "tuning in" to support their favorite marque.

Re: Corvair Fast Facts
 Posted by: russmcd ()
 Date: February 19, 2012 07:21PM
 10 minutes away!! Streaming it now in Albuquerque....
 Go Royce!!!
 Russ McDuffie
 Albuquerque, NM

Re: Corvair Fast Facts
 Posted by: 1966-Corsa-GT-180 ()
 Date: February 19, 2012 08:00PM
 Right on, Joel, That intro was awesome!!

Hey guys,
 Thanks for the comments. It was a lot of fun but went very, very fast. I only got to about 1/3 of the things I thought we would talk about including CORSA and Corvair Center. I also had Corvair Center T-shirts I wanted to give to the hosts but simply ran out of time so I gave to them "off air" after the show.
 Yes Dan Jones is the host of It's All About The Car and produced the intro. Dan will be sending over the recording and I will post here when I receive.
 Also Dan posted pictures of me and my Corvair on It's All About The Car website
 Thanks again everyone and let's all try to get out more and showcase our passion.
 Royce Hildreth (Administrator)
 '64 Monza Convert.
 San Diego-92128



There were also listeners "north of the border" from Ontario, Alberta, and Okanagan Valley, British Columbia. They happily clicked on the "Listen Live" link... as will most automotive enthusiasts.

You did good, Royce! Came in nice & clear up here in Canada!!
 Al Macaulay - Okanagan Valley, BC
 Western Canada Corsa

The website plays a major role as it offers superlative photography of the featured cars; convenient links to content related sites; past show audio archives; and much, much more!



Our New Home...

A Great Match-up!



Station Profile

1700 AM ESPN

CALL LETTERS: XEPE-AM
DIAL: 1700 AM
POWER: 10,000 Watts
FORMAT: ESPN Sports
LISTENER DEMO: Men 25-54

STATION POSITION
ESPN Radio is an American sports radio network that airs a regular schedule of daily and weekly programming as well as live coverage of Major League Baseball, National Basketball Association, Bowl Championship Series, and National Invitation Tournament games.

Listener Profile

1700 AM ESPN

Gender Composition
(Average Composition)

Male	85%
Female	15%

Home Ownership

Own	82%
Rent	18%

Employment Status

Full-Time	51%
Part-Time	17%

AGE

AGE	Percentage
P25-34	~5%
P35-44	~5%
P45-54	~25%
P55-64	~15%
P65+	~10%

San Diego - Metro Scarborough R2 2011:
AUG '10-JUL '11
Adults 12+

**Yes, you're right...
this is your perfect
target market!**

Is Your New Opportunity!



“It’s All About The Car” is looking for **INAUGURAL SPONSORSHIPS** to support the transition to our new broadcast “home...” and reap the benefits of our inevitable transition into national syndication.



Live at the “Goodguys” show with Mark Maynard... automotive editor for the SD Union Tribune



Hanging out “post interview” with Adam Carolla at the Coronado Speed Festival

Based on the overwhelming response to our pilot run, from both live and internet audiences, we know that there is a thriving, attractive, affluent demographic ready to become a loyal audience to “It’s All About The Car.”

As an **INAUGURAL SPONSOR** you’ll get access to exclusive, non-competing advertising packages... in a program specifically designed, produced, and promoted to attract your precise target market.



There are several advertising packages available... each specifically designed to meet your companies needs and advertising objectives.

Please refer to the **“ADVERTISING OPPORTUNITIES”** document for descriptions, current availability, and pricing.

Producer ~ Host

Dan "The Car Man" Jones has been immersed in the old car culture since his teens.

From his first car, a '64 Barracuda bought and sold BEFORE he had a drivers license, to just one of his current collector cars, an all original '64 Cutlass "survivor..." Jones is a true car guy.



Behind the wheel of a 1960 Ferrari 250 GT



On set with Tanner Foust, host of the RM Classic Car Auction.

In the automotive media arena, Jones has been a field producer for "Hot Rod Magazine TV," "RM's Classic Car Auction," "Four Wheeler TV," and "Truck Stop."

He stays in contact with most of the "car-lebrities" he has worked with including Guy Fieri, Vic Edelbrock, Jim Wangers, Jerry Pitt, Dave MacClelland, Tanner Foust, and many others.

As a writer, he's the "go-to" guy for "collector car" articles in the San Diego Union Tribune "Wheels" section...



"J. Daniel Jones is a longtime supporter and contributor to my automotive sections. He is a one-man show for photography, writing, and great story telling."

J. Daniel Jones is an active member of the:



Mark Maynard | Wheels Editor
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UTSanDiego.com

350 Camino de la Reina, San Diego, CA 92108

As an independent producer, he has produced and hosted “model specific” DVD’s on iconic cars like the ’64 Ford Falcon, ’60 Austin Healey Sprite, ’55 VW Bug, ’69 Hurst-Olds, and ’66 MGB.



He also produced and hosted “A Really Fast Parade...” a Full-HD 3D Blu-ray Disc on vintage racing.

This title starred Adam Carolla, Vic Edelbrock, Christie Edelbrock, and other notable vintage racing enthusiasts.

All titles are currently available on Amazon.com.



Dan interviews Heather St. Marie, lead singer of Hydrovibe, about using FMP to track “merch” sales.



Dan hosts the video podcast introducing “Filemaker Pro 12” with FMP Sr. VP Ryan Rosenberg

Jones was the “voice,” and occasional “face,” of FileMaker Pro, an Apple owned company, for over 4 years. He wrote, produced, and edited the company’s long running, highly popular Podcast, “The FileMaker File.”

He has interviewed a wide range of rabid FileMaker Pro aficionado’s... from company exec’s, to indie rock bands, to world famous film editors on the myriad uses for the #1 selling database software.

As a Voice Over artist, Dan has been heard on numerous local and national television spots, as well as website based presentations for both small and large companies.

His credits include work for Panasonic, Seagate, IncomeAtHome.com, Tax Relief Specialists, Deltran, and many others.



With over 25 years in virtually all aspects of the media business, Dan “The Car Man” Jones does, and will do, whatever it takes to produce a superior product on a consistent basis.





"ItsAllAboutTheCar"



Number of Entries: 1
Entry Page Time: 20 Jun 2012 15:54:58
Browser: Google Wireless Transcoder
OS: Unknown

Number of Entries: 1
Entry Page Time: 20 Jun 2012 04:58:29
Browser: IE 9.0
OS: Win7
Resolution: 1366x768

Number of Entries: 1
Entry Page Time: 19 Jun 2012 19:50:55
Browser: Mobile D
Resolution: 56:05



Number of Entries: 1
Entry Page Time: 19 Jun 2012 17:15:35
Browser/OS: iPhone/iOS
Resolution: 320x480

Number of Entries: 6 (2 this visit)
Entry Page Time: 19 Jun 2012 09:10 seconds
Browser/OS: iPhone/iOS
Mobile Device: Apple iPhone
Resolution: 320x480

Number of Entries: 20 (3 this visit)
Entry Page Time: 19 Jun 2012 04:52:59
Visit Length: 27 seconds
Browser/OS: InVista
Resolution: 1024x768



@IAATC_Dan

Number of Entries: 5
Entry Page Time: 18 Jun 2012 21:39:28
Visit Length: 5 mins 55 secs
Browser/OS: Android/Android
Mobile Device: Asus Transformer TF101
Resolution: 1280x800

Total Visits: 1
Location: United States
IP Address: Metropcs
Referring URL: (No referring link)
Exit Page: www.itsallaboutthecar.com

Total Visits: 1
Location: Wrexham, United Kingdom
IP Address: Talktalk (92.4.107.39)
Referring URL: www.google.com/search
Exit Page: www.itsallaboutthecar.com/its-all-about-the-



Total Visits: 1
Location: Oakland, California, United States
IP Address: Comcast Cable (76.103.253.246)
Search Referral: www.google.com — its-all-about-cars
Visit Page:

Total Visits: 1
Location: Bakersfield, California, United States
IP Address: Sbc Internet Services (99.125.81.197)
Referring URL: (No referring link)
Exit Page: www.itsallaboutthecar.com/

Total Visits: 1
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IP Address: Sbc Internet Services (99.125.81.197)
Referring URL: (No referring link)
Exit Page: www.itsallaboutthecar.com/

Total Visits: 3
Location: San Diego, California, United States
IP Address: Road
Referring URL: www.
Exit Page: www.

Total Visits: 3
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IP Address: United Technologies Research Center (192.202.82)
Referring URL: (No referring link)
Exit Page: www.itsallaboutthecar.com/

Total Visits: 3
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IP Address: United Technologies Research Center (192.202.82)
Referring URL: (No referring link)
Exit Page: www.itsallaboutthecar.com/

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Location: Newington, Connecticut, United States
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