



Market to Those Who Matter

The largest transfer of wealth in a generation is happening for baby boomers right now. They are healthier, more active, and wealthier than their parents. And over the last 10 years, we have built our business from our listeners. Now, we want to do the same for you.



Reach your target customers and gain clients by partnering with St. Louis' favorite financial call-in radio show "Straight Talk on Retirement" on The Big 550 – KTRS Radio.

It's a fun show, it's a family show!

With more than 40 years of combined experience, Jeff Lapidus, and his daughter Erin Lapidus, break down complex financial concepts and deliver sound advice in easy-to-understand, everyday terms every Saturday from 10-11 A.M. It's time for you to tap into the prestige they have built with their listening audience!

About the Hosts



The Retirement Coach

Jeff Lapidus, 35+ years of experience in financial planning, estate planning, and investment advisory. Over the last 10 years, he has assisted over 350 families to create a retirement game plan.



The Health Insurance Coach

Erin Lapidus, helps individuals negotiate the complicated landscape of healthcare choices. In the last 4 years, she has assisted an additional 800 individuals in making choices about Medicare, employee benefits, and individual health insurance.





*Let your advertising dollars do **DOUBLE DUTY!***



**Straight Talk on Retirement airs twice on KTRS
Saturdays 10-11 A.M. & again from 5-6 P.M.**



We want to help local businesses who serve our listener base, primarily adults in the 45-65 year age range. Don't miss this opportunity to share your expertise with your target audience who tune into Straight Talk on Retirement for trustworthy advice on creating a healthy and wealthy retirement game plan.

Segment Sponsors

This traditional advertising package pairs your pre-recorded advertisement with the relevant information Straight Talk on Retirement delivers. Six-month contract required.

- **30-Second Ad: \$45 per segment**
- **60-Second Ad: \$60 per segment**

Four Minute Feature

Get creative and share your expertise. Join us on-air for a four-minute live or recorded segment to highlight your appropriate products or services. Six-month contract required.

- **Four Minute Feature: \$200 per segment**

Securities offered through LPL Financial, member FINRA/SIPC. Investment advice offered through Private Advisor Group, a Registered Investment Advisor. Private Advisor Group and JBL Financial Services Inc., are separate entities from LPL