



# RATE SHEET

## BUSINESS AND TECHNOLOGY

With your host **Wayne B. Norris**

Mondays 2-3 PM live / Rebroadcast Mondays 10 PM / Sundays 2 PM

Santa Barbara News Press Radio KZSB-AM 1290 or on the Web at [www.newspress.com](http://www.newspress.com)

+1-805-962-7703 [Wayne@WayneBNorris.com](mailto:Wayne@WayneBNorris.com) [www.Business-and-technology.com](http://www.Business-and-technology.com)

In this breakthrough show, physicist, author, and business leader Wayne B. Norris interviews guests with fascinating stories to tell about technology and the businesses that make it happen. Previous / future guests include:

- Greg Pepus, Federal Outreach Coordinator for the Central Intelligence Agency's Venture Capital Fund, In-Q-Tel [[www.In-Q-Tel.org](http://www.In-Q-Tel.org)]
- Jim Lucas, Chief Scientist of Colusa Biomass, Inc. [[www.ColusaBiomass.com](http://www.ColusaBiomass.com)], patent holder in biomass fuels
- Dr. Brad Paden, Professor of Electrical Engineering at UCSB and CEO of LaunchPoint Technologies [[www.LaunchPnt.com](http://www.LaunchPnt.com)], makers of magnetically levitated heart valves, an inertial satellite launch system, and ultrahigh speed rotor energy storage systems.
- Robert Reali, VP of TrueVision, Inc. [[www.TrueVisionsys.com](http://www.TrueVisionsys.com)], makers of 3D vision systems for surgical and industrial microscopes.
- Alan Macy, CEO of medical measurement company Biopac Systems, Inc. [[www.Biopac.com](http://www.Biopac.com)]
- Andrea Read, Chief Pilot of Spitfire Aviation [[www.FlySpitFire.com](http://www.FlySpitFire.com)], one of the first flying schools to feature the all-glass-cockpit Cirrus Aircraft.
- Jay Ferro, CEO of Nutricate Corporation [[www.NutricateCorp.com](http://www.NutricateCorp.com)], inventor of the world's only patent for printing nutritional labels on restaurant receipts.
- ... AND MANY MORE!

The program appeals to anyone with curiosity, but with special emphasis on affluent, mature business and technology leaders in their communities.

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Commercials per Week	9		6		3		9		6		3	
Billboard Mentions per Program	3		2		1		3		2		1	
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# ADDITIONAL PRODUCTS

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### PLEASE CIRCLE THE ITEM YOU WANT AND INITIAL IT

Small Graphical ad on the show's website, with link, per month ..... \$25

Larger ad ..... \$25 x area ratio to smaller ad

In-studio commercial production at KZSB ..... \$25 plus \$25 per 15-minute segment

Use of Wayne B. Norris as voice talent ..... \$25 plus \$25 per 15-minute segment

Wayne B. Norris personal product endorsement [conditional on Norris approval] ..... \$50 per insertion

Other items [live remote, dedicated show, etc.] please contact us.

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