



HOUSEOFCARDSRADIO.COM

House of Cards® (www.houseofcardsradio.com) is a sixty minute talk format radio show with a focus on the business and entertainment side of the casino and gaming industries.

The program is broadcast each week on various broadcast and internet radio stations, according to the schedule below:

Monday	7 pm EST	OnTiltRadio.com
Tuesday	6 pm EST	1490 AM WWPR – Sarasota, Bradenton, Tampa Bay
Tuesday	6 pm EST / 6 pm PST	HoldemRadio.com
Wednesday	5 pm EST	WNJC AM 1360 – Philly, South Jersey, No. Delaware
Thursday	7 pm EST	93.9 FM HD Fox Sports Radio
Thursday	10 pm EST	WNJC AM 1360 – Philly, South Jersey, No. Delaware
Saturday	6 am EST	WLLF 96.7 FM CBS Sports Radio – West. PA, East. Ohio
Saturday	11 am PST	KTHO AM 590 / FM 96.1 – Lake Tahoe Region
Saturday	Noon EST	WPIC AM 790 CBS Radio – Western PA, Eastern Ohio
Saturday	3 pm EST	WUFC AM 1510 Yahoo! Sports Radio – Boston
Saturday	3 pm Central	Monster Radio AM 1150 WGGH – So. Illinois
Saturday	6 pm Mountain	“The Rock of Talk” 95.9 FM / AM 1600 – Albuquerque, NM

Links to all affiliate stations and their internet streams can be found on the House of Cards website. Each show is also archived and made available on demand via the website archive pages, podcast page and the show’s TuneIn page.

House of Cards content features interviews with poker players and commentators, authors, actors, gaming company CEOs, legislators, inventors, models and producers. The show also features a mailbag segment where questions from the audience are answered on air. Questions are submitted via email, twitter, facebook and the show’s phone system.

House of Cards is hosted by author and professional poker player Ashley Adams. Ashley is the author of *Winning 7-Card Stud*, published by Kensington Press (2003), and *Winning Low-Limit No-Limit Hold’em*, published by ProStar Publications (2012). A frequent contributor to several poker magazines and websites, Mr. Adams holds the singular distinction of having over 120 articles published in a single year (2006). He has played poker for over 40 years, playing in casinos all over the world, including England, Denmark, Sweden, Austria, Hungary, Canada and the United States.

House of Cards co-host is David Weischadle. David is also the anchor for the 90 second House of Cards Gaming Report, the nation’s only gaming news flash. Mr. Weischadle is a gaming and sports attorney licensed in New York, New Jersey, Massachusetts and Washington DC. Dave is a member of the Gaming Law Division of the New Jersey State Bar and a member of the Entertainment and Sports Law Section of the New York State Bar Association.

Show Demographics

House of Cards has an audience reach of over Five (5) Million listeners via our broadcast radio affiliates in various markets in the United States.

Audience Demographics:

House of Cards listeners:

- Are college educated with over 20% having a graduate degree
- Twenty-five (25%) Percent of our listeners earn over \$100,000
- Are 25 to 54 years of age
- Are approximately 54% percent are male
- Listen via broadcast radio, internet streaming and via smartphone & tablets
- Interact with show via phone and social media sites such as Twitter, Facebook and LinkedIn
- Also enjoy Gambling & Casinos, Fantasy Sports, Online Trading, Talk radio and Sports talk radio

Demographic breakdown of our affiliate radio stations can be found on the next page.

Station Demographics

Broadcast Radio

WUFC AM 1510 Yahoo! Sports Radio Boston

- 50,000 watts
- Broadcast Range – Massachusetts, Southern New Hampshire, Northern Rhode Island
Northeast Connecticut
- Audience Reach – 1 Million
- Listener Demographics – ages 18 – 54, 75% male, over \$100,000 income

WNJC AM 1360 Philadelphia

- 5,000 watts
- Broadcast Range – Philadelphia, Southern New Jersey, Northern Delaware
- Audience Reach – 1.5 Million
- Listener Demographics – ages 25 – 54, 55% male

KIVA 95.9 FM / AM 1600 “The Rock of Talk”

- 10,000 watts
- Broadcast Range – Albuquerque, Taos, Santa Fe, Crowns Corner
- Audience Reach – 1.2 Million
- Listener Demographics – ages 25-54, 57% male, over \$70,000 income

Cumulus Media’s WLLF 96.7 FM CBS Sports Radio

- 1,400 watts
- Broadcast Range - Eastern Ohio / Western Pennsylvania
- Audience Reach - 35,000
- Listener Demographics - ages 18 – 54, 75% male, over \$75,000 income

Cumulus Media's WPIC AM 790 CBS Radio

- 1,300 watts
- Broadcast Range - Eastern Ohio / Western Pennsylvania
- Audience Reach - 35,000
- Listener Demographics - ages 25 – 54, 55% male, over \$75,000 income

WWPR AM 1490

- 1,000 watts
- Broadcast Range - Tampa Bay / Sarasota / Bradenton
- Audience Reach – 2 Million
- Listener Demographics – ages 25 – 54, 52% male, over \$75,000 income

WGGH AM 1150

- 5,000 watts
- Broadcast Range – Southern Illinois, Southwestern Indiana, Western Kentucky, Eastern Missouri, Northwest Tennessee
- Audience Reach – 500,000
- Listener Demographics – ages 25 – 54, 52% male, over \$75,000 income

KTHO AM 590 / 96.1 FM

- 2,500 watts
- Broadcast Range – Lake Tahoe, Reno/Sparks regions, Carson City region and Douglas and Eldorado Counties
- Audience Reach – over 650,000
- Listener Demographics – ages 25 – 54, 52% male, over \$75,000 income

93.9 FM Fox Sports Radio Olean (New York)

- 500 watts (HD Radio station)
- Broadcast Range – Southern Central New York State, Northern Central Pennsylvania
- Audience Reach – 35,000
- Listener Demographics - ages 18 – 54, 75% male, over \$75,000 income

Internet Radio

OnTiltRadio.com

- #1 Rated poker radio website both globally and in the USA
- Approximately 500,000 visitors to their site each year

HoldemRadio.com

- First poker-oriented internet radio station created
- Approximately 100,000 visitors to their site each year

For more information, contact:

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