



Your Guide to a Market of Potential



Reach Success in Rural America



Why Pure American Country Radio Network Reaches Your Market

In its **fourteenth** (14th) continuous year of production, the *Pure American Country* (“PAC”) radio network consists of the *Pure American Country Radio Show* and *Pure American Country Radio Minute*. Together, both programs combine to deliver an advertiser’s message to 162 terrestrial radio stations throughout the United States. Cumulative listenership exceeds 3.2 million (audience based upon station reporting).

If interested, please ask for social media shout-outs to your own pages or other sponsored pages.

We also have a presence on Twitter, Facebook, and Instagram allowing us to not only interact through print media and radio, but now also through social media. By this connection on social media we are able to attract audiences that were not accessible before, expanding the radio show’s reach by the branch of social media. Our website has also been revamped in order to allow these social media leads to find our website and continue to follow our radio network.



Bill Cody- The Host

Bill Cody is a longtime Hall of Fame broadcaster, hosting radio shows and television series such as WSM's morning show "Coffee, Country & Cody," "American Saturday Night: Live from the Grand Ole Opry," and Ray Stevens' Nashville (RFD). His nominations include a CMA, ACM, Grammy and Billboard awards with a radio broadcasting career spanning over 40 years. Cody's jovial nature allows the audience into an intimate interview and talk rather than a strict interview, helping to create a fast paced and informative show that connects with the listener.

Recorded in Nashville, Tennessee, the show's production quality is first-class, with scripts drafted by music industry insiders and music lovers as well as Bill's personal stories and experiences which connect Nashville with the rural country audience. The programs create the perfect balance between entertaining and educating the listener on the world of Country Music.

The programs fill the void and demand for Real Country Music. Unlike Classic Rock stations, many contemporary Country Music stations ignore the greats of Country Music. PAC radio network offers listeners unique narrative information and music, while bridging the gap between the generations.



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Bill Cody takes the reigns of the Pure American Country radio shows from long-time host Jim Ed Brown. A radio veteran of over 40 years, Bill is known as much for his interviews as his personality, helping to make the show knowledgeable, personable, and entertaining. Archival interviews are also used and these represent exclusive and proprietary interview clips only available on our radio show or on our website pureamericancountry.com.

Interviews range from contemporary Country Stars to stars of Real Country Music. All this happens while playing proven hit music performed by real and contemporary Country Music artists. *Pure American Country (PAC) Radio Minute* (60 seconds) positions itself as a Monday through Friday drive-time vignette. Its long format cousin, *Pure American Country (PAC) Radio Show*, is a weekly two-hour show. The PAC Radio Show often represent the only multi-hour syndicated program heard on most of these stations.

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Proven Radio Stations

Because our advertiser's message is not crowded-out by a 5-minute-long continuous stream of commercials it allows the listener to stay focused. Instead of tuning out for the advertisements, our advertisements run directly adjacent to programming, helping to keep the listener focused for your entire advertisement. Clarity of message causes increased response rates to advertiser offers -- resulting in greater advertising value.

The PAC radio network produces programs geared to satisfy rural America's craving for professionally produced Country Music radio



Programs. The Show features top-flight talent and content; presented in a fun, fast-paced manner. PAC radio network has the highest retention rate for network affiliates of any radio show represented by Syndication.net, a Chicago-based broadcast syndication firm.

The PAC radio network's unique group of affiliate stations deliver advertising success to its sponsors. Our station affiliates typically have over a half century of radio operation and experience, but they also have lived off of the success of their advertisers for this long as well. Without the success of these advertisers, these stations would not continue to prosper. The Longevity of these stations is directly correlated to the success of their advertisers. Our advertisers reap the benefits of a highly targeted, interested audience.



Premium Sponsors Platinum and Gold Level

Broadcast Radio:

- Nationwide cumulative broadcast radio weekly listenership exceeding 3.2 million, on 162 broadcast radio stations across America
- Voice-overs by Bill Cody
- Naming rights for programs, segments
- Advertisements on PAC Radio Network
 - 60 and 30 second slots available on the *PAC Radio Show*
 - 60 and 30 second slots available on the *PAC Radio Minute*

Digital online

Web display ads on **MovieAndMusicGreats.com** (“MMG”). Monthly page views exceed 400,000, plus monthly e-blast of 150,000



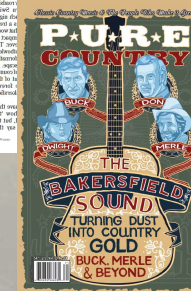
Mail Order Catalog

Advertisements in *Movie And Music Greats* catalog - a paper-based, mail order catalog with circulation approaching four (4) million.

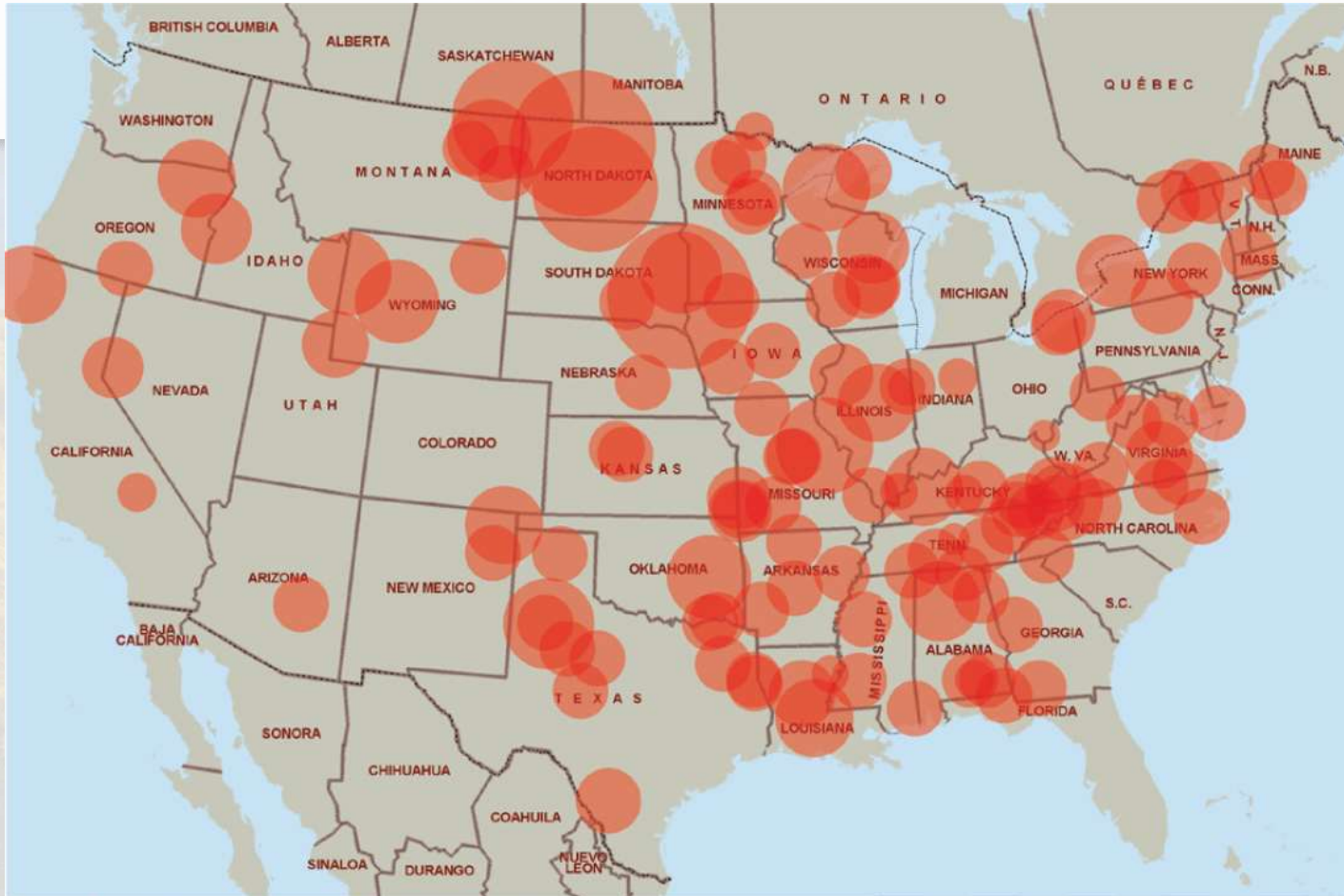


Magazine

Full- page advertisements placed in *Pure Country Magazine*. *Pure Country Magazine* is a paper-based, paid- subscription, magazine, which boasts readership of approximately 40,000. *Pure Country Magazine* is a quarterly publication.



PAC Radio Network Station Broadcasting Radius



Broadcast Radius Source: www.radio-locator.com, formerly the MIT List of Radio Stations

The Power of Rural Radio



Radio Keeps Rural Americans Informed

The PAC radio network helps to deliver an eager group of rural listeners interested in an advertiser's products, good, and services. Helping to create the perfect outlet for reaching an isolated demographic segment with disposable income to spend.

In many cases, the PAC network station affiliates represent the only strong radio signal for a given geographic location. And, because other strong signals don't exist in most of these areas, listeners represent all age groups and socio-economic backgrounds. Listeners depend on these rural stations for local weather, crop reports, local high school sports, church news, community activities and news about their region. *Pure American Country* represents an entertaining show its affiliate stations find easy to market.

For these reasons, the listenership for many rural stations cut across demographic strata. Because an advertiser's message is cross-generational, PAC radio network delivers.

The show's loyal and responsive audience, comprised primarily of rural Americans, makes this program perfect for national offers; especially when traditional radio networks do not reach deep into Nielsen C and D markets. This results from PAC radio network stations being additive and complementary to other existing advertising channels instead of a duplicate effort. Further this results in the distribution of an advertiser's message to customers not available on the other large syndicated radio networks. And, because the stations are generally not duplicative, the possibility for redundancy is limited.



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The Concept

PAC Radio Shows pride themselves for being multi-generational and broadcasting great classic country music while enlightening the listeners about the music they are enjoying. Classic Country listeners learn about the influence their music brings to today's hit Country Music, while Contemporary Country Listeners learn about the roots of country and what has influenced today's music.

The PAC radio network helps to accomplish this purpose by inviting both Classic and Contemporary artists for interviews. Interviews often dive deep into what influences their music, allowing the show's audience to learn about the people behind the music helping to create a personable connection between the artist and the listener. Once the listeners understand the stories and influences behind a Country star, they are more excited and loyal to a star's music, feeling more connected to this Classic or Contemporary artist. This show does not have a corporate, political, or religious agenda.

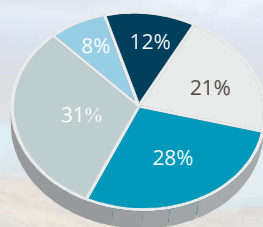


Former Host Jim Ed Brown and Randy Travis after an interview

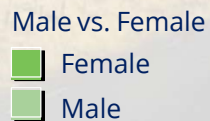
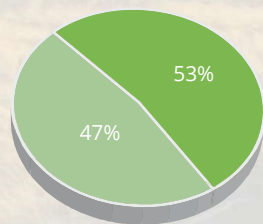


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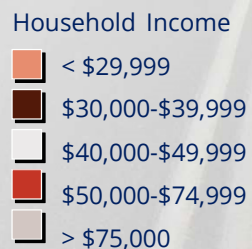
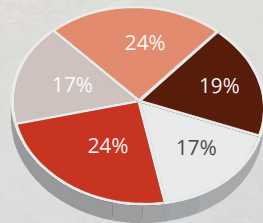
Radio Keeps Rural Americans Informed



Because Country Music is a genre of music that appeals equally to males and females, the PAC radio show's audience is gender balanced. The majority of listeners are between the ages of 35 and 59. The average income and educational levels stand above the national average.



On average, weekly listeners of the PAC radio network exceed 3.2 million (audience data from PAC radio network affiliates and the U.S. Census data). For Platinum and Gold Sponsors, additional reach exists via the Internet (2016 estimate of over 286 million users, nationwide in U.S.) paper-based catalogs (circulation approaching four million) and magazine readership.



Advertising on PAC Radio Network



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Sponsors of the PAC radio network are always heard in a clutter-free, focused listening environment. Our Shows offer a highly credible and focused advertising environment, proven to deliver results. Give listeners a call to action, and observe how your message is acted upon by a demographic that is heavily underutilized.

Only six minute of national advertising runs during each hour. Every commercial is directly adjacent to program content, so your message will never be lost in the jumble.

Our listeners are attentive and focused, because *Pure American Country* radio network shows are informative and entertaining.

The Shows feature compelling content, scripted to capture the attention of listeners from the beginning to end.

Gold and Platinum sponsors also receive benefits from the ongoing impressions you'll receive from vast numbers of internet users viewing PureCountryMusic.com, *Movie And Music Greats* mail order catalog, and *Pure Country Magazine*.



Reach this highly qualified and targeted audience today!

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Pure American Country radio network

