



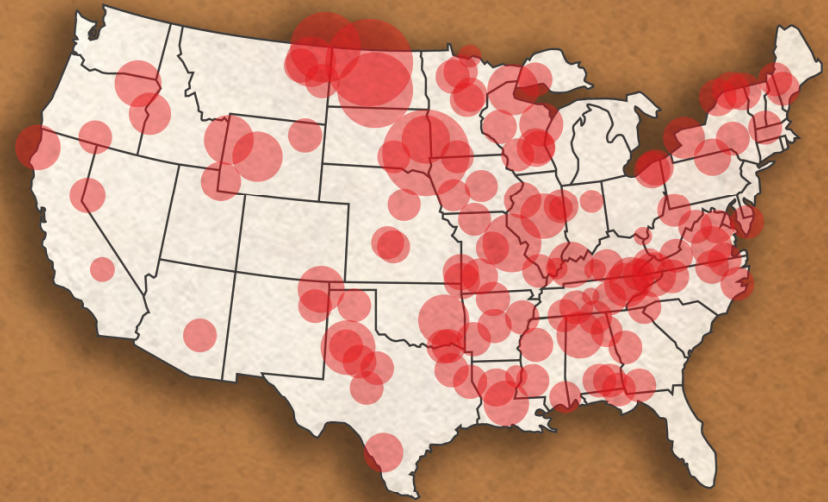
**Your Guide to a
Market of Potential**

ABOUT THE SHOW



Why Pure American Country Radio Network Reaches Your Market

- 15th continuous year of production
- *Pure American Country* radio network includes
 - *Pure American Country Radio Show*
 - *Pure American Country Radio Minute*
- Covers 130 radio stations throughout the U.S.
- Cumulative listenership exceeds 3.2 million
- Social Media presence on Twitter, Facebook, Instagram, and SoundCloud.
 - Able to attract audiences inaccessible before



**PAC Radio Network Station
Broadcasting Radius**

BILL CODY

THE HOST



- Hall of Fame broadcaster
 - Career spanning 45 years
- Hosted WSM's morning show "Coffee, Country, & Cody", "American Saturday Night: Live from the Grand Ole Opry"
- Nominations include a CMA, ACM, Grammy and Billboard awards
- Jovial nature allows for an intimate interview
 - Fast-paced and informative show that connects with listener
- First-class quality production
 - Recorded in Nashville, TN
 - Scripts drafted by music industry insiders
 - Also includes personal stories from Bill, experiences that connect Nashville with rural country audience
- Programs fill demand for "real country music"
- PAC radio network offers unique narrative while bridging gap between generations



BILL CODY –

REACHING SUCCESS
IN RURAL AMERICA



- Cody is known for his personality, making the show knowledgeable, personable, and entertaining
- Archival interviews are only available on our radio show or on our website, pureamericancountry.com
- Range of interviews from contemporary country stars to stars of real country music
- *Pure American Country Radio Minute* (60 seconds) is a Monday through Friday drive-time vignette
 - In its long format, it's a weekly two-hour show



REACH SUCCESS IN RURAL AMERICA



Proven Radio Stations

- PAC's minimal commercials allows listener to stay focused rather than tune out for advertisements
- PAC's advertisements run adjacent to programming; keeps listener focused for your entire advertisement
 - Clarity of message causes increased response rates/greater advertising value
- PAC radio network's programs geared toward rural Americans and their want for professionally produced country music
- 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
 - Represented by syndication.net (Chicago-based broadcast firm)
 - Station affiliates have over half a century of radio operation experience
 - Affiliates also live off success of their advertisers
 - Longevity of stations is directly correlated to success of their advertisers
- Our advertisers reap benefits of highly targeted, interested audience

REACH SUCCESS IN RURAL AMERICA



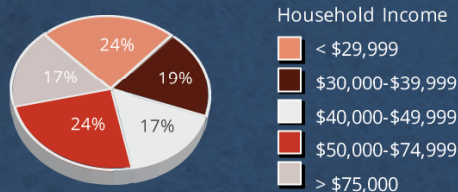
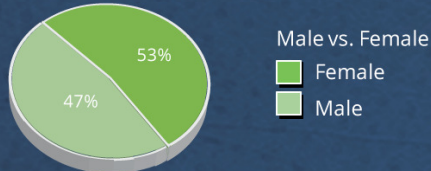
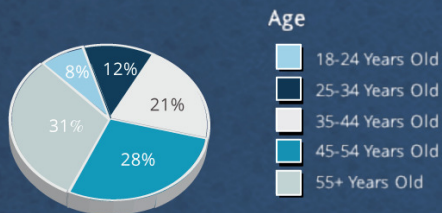
The Concept

- PAC radio show prides itself with being multi-generational, broadcasting classic country music while informing listeners on the music they're enjoying
 - Classic country listeners learn about the influence classic country brings to today's hit country music
 - Contemporary country listeners learn about roots of country and its influence on today's country
- PAC invited both classic and contemporary country artists for interviews
 - Interviews dive deep into their musical influences, creates a personable connection between the artist & listener
- Show doesn't have a corporate, political, or religious agenda



Former Host Jim Ed Brown and Randy Travis after an interview

THE POWER OF RURAL RADIO



- PAC radio show's audience is nearly gender balanced
- Majority of listeners between age 35 and 59
- Average income and educational levels above average
- Average weekly listeners exceed 3.2 million (data from PAC radio network affiliates and U.S. Census data)
- For platinum and gold sponsors, additional reach via internet, paper-based catalogs, and magazine readership.

THE POWER OF RURAL RADIO



Radio Keeps Rural Americans Informed

- PAC radio network delivers advertiser's products, goods, and services to a rural audience
 - Creates perfect outlet for reaching an isolated demographic with disposable income
- PAC network affiliates represent strong radio signal for a given geographic location
 - Due to nonexistent strong signals in those areas, listeners represent many age groups and socio-economic backgrounds
 - Listeners depend on rural stations for local weather, crop reports, local high school reports, church news, and more
- PAC's loyal and responsive audience make this program perfect for national offers

PREMIUM SPONSORS

PLATINUM AND GOLD LEVEL



Broadcast Radio

- Nationwide cumulative broadcast radio weekly listenership exceeding 3.2 million, on 130 broadcast radio stations across America
- Voice-over by Bill Cody
- Naming rights for programs, segments
- Advertisements on PAC Radio Network
 - 60 and 30 second slots available on the *PAC Radio Show* & *PAC Radio Minute*



ASK FOR SOCIAL MEDIA SHOUT-OUTS TO YOUR OWN PAGES OR OTHER SPONSORED PAGES

DIGITAL ONLINE

- Web display ads on MovieAndMusicGreats.com
- 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
- Circulation approaching 4 million.



MAGAZINE

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



ADVERTISING ON PAC RADIO NETWORK



- Sponsors of PAC are heard in a focused listening environment
- Show offers highly credible and focused advertising environment, proven to deliver results, give listeners a call to action
- Only 6 minutes of national advertising runs during each hour
- Commercials directly adjacent to program content, message never lost in the jumble
- Listeners are attentive and focused, PAC radio shows are informative and entertaining
 - Compelling content, scripted to capture attention of listeners from beginning to end
- Gold and Platinum sponsors receive benefits from ongoing impressions you'll receive from viewers of website, catalog, and magazine



**Reach this highly qualified
and targeted audience today!**

**Contact Rich Shockley at
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