

Consumers LOVE Country Christmas Music

12.3WCOL

Get into the holiday spirit with WCOL's Country Christmas! Starting after Thanksgiving, WCOL will play your favorite Holiday Country Favorites throughout the day. And as the sponsor, your name will be featured alongside these festive tunes. It's all brought to you by [Your Name].

Sponsor WOCL's ALL Christmas Songs will Receive:

Promotion will start after Thanksgiving through 12/25

- 70 Name Mentions announcing you as this country holiday song brought to you by (You) a minimum of 3 per day.
- 35:15 commercials (all your branding)
- Investment: \$5,000

Source: Nielsen Audio, Nov-Hol '20 PPM books; sum of AQH Persons 12+ for iHM's 21 PPM all-holiday stations, M-Sun 6a-12m; nPower, Average Program Ratings Report (NBC, ABC, CBS, FOX, CW), Oct 20 – Dec 20, Live Viewing, P12+, M-Su 6a-12a (Top 25 DMAs).