



Consumers LOVE Christmas Music

## WCOL GOES ALL CHRISTMAS!

Starting at 3PM on Christmas Eve through 3PM on Christmas Day

- Audio consumption **increases over the holidays** as consumers seek a soundtrack while they decorate and cook.
- Christmas music is **the thread that binds all ages, genders and ethnicities.**

Sponsor WCOL's ALL Christmas will Receive:

**Promotion will start 12/23 through 12/25**

- 15 Name Mentions announcing you as the presenting sponsor of WCOL's Holiday Music.
- 25 Live and Pre-recorded Mentions(Includes a :15 client message) as WCOL's Christmas Sponsor.
- Investment: \$3500

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).