

**WPUB-FM WCAM-AM
KOOL 102.7 and Carolina Country Classics 98.7/1590
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KOOL 102.7 AND Carolina Country Classics 98.7/1590 LIVE REMOTE PACKAGE

KOOL 102.7 and Carolina Country Classics 98.7/1590 are small market, community oriented radio stations. KOOL 102.7 & Carolina Country Classics have been the major buy, through remotes and/or commercial schedules, for 95% of the grand openings/special events for Kershaw County businesses. Our goal is to provide affordable, efficient advertising to the businesses in our market. The following outlines our live remote broadcast package:

It has been our experience that six hour live broadcasts are most effective in the Kershaw County market. Six ninety-second breaks per hour are done from the remote sight. The package also includes forty, sixty-second promotional announcements, which air five days prior to the live broadcast. Live remotes are an effective way for businesses to "blitz" the Kershaw County Market with their selling messages. The cost of a live remote broadcast is \$1350 net to station.

Remotes less than six hours are pro-rated at \$225 per hour based on the needs of the client on a case by case basis. Please ask your sales rep for details.

*Nondiscrimination Policy: Kershaw Radio Corp and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.