



First Monday Weekend Advertising Package #1

The ONLY Live local source for First Monday Weekend Information is “True Country 1510 AM!” We cover parking directions, points of interest, and of course, traffic on Canton’s big weekend. We have all day coverage starting Friday at 7am and continuing until 4 pm. We also have frequent weather updates, and tie it all in together to provide the most comprehensive First Monday Coverage you will find anywhere in Van Zandt County. Advertising during this busy time will guarantee that you are reaching potential shoppers on a weekend that swells Canton’s population by astronomical proportions.

Some of those extra folks may be looking for just what YOU have to offer!

Here’s how it works.

You get 7 Commercials (Run of Schedule 7am-5pm) on Friday

You get 7 Commercials (Run of Schedule 7am-5pm) on Saturday

You get 4 Commercials (Run of Schedule 7am-1pm) on Sunday (except 11am hour).

That’s 18 Commercials!!

TrueCountryKRDH.com – 903-567-5566



BEST IN TEXAS

Best in Texas is a 2 hour show that centers on nothing but Texas music and musicians. The Top Ten Chart of Texas Music is followed and those songs are played along with new and up and coming artists and some of the favorites that have been around awhile.

SUNDAY AFTERNOONS

1:00 – 3:00

Only on True Country KRHD 1510 AM

Sponsors Receive:

- 1 Thirty Second Spot during the program each hour.
- Mentions in recorded promos throughout the week.
- 4 Thirty second commercials per day Monday-Sunday

TrueCountryKRHD.com – 903-567-5566



MAIN STREET BLUEGRASS SHOW SPONSORSHIP

The Main Street Bluegrass Show is a weekly one-hour radio program that highlights the best of today's new bluegrass along with yesterday's traditional favorites. Hosted by Ward McAfee, the show keeps listeners up to date with the growing bluegrass community by spotlighting the artists and showcasing a mix of traditional, contemporary, and gospel music. The show now airs on 24 radio stations across America and other venues.

SATURDAY MORNINGS
8:00 AM - 9:00 AM
Only On "True Country 1510 AM"

Sponsors Receive:

2 Thirty Second Spots During The Program.
Mentions in Recorded Promos throughout the week.
4 Thirty-second Commercials Per Day Monday-Sunday.

TrueCountryKRDH.com – 903-567-5566



AG REPORT with BRIAN CUMMINGS

Tuesdays at 7:35am – Brian Cummings, Van Zandt County Extension Agent, does a live Ag Report on “True Country” 1510 AM!

You'll get Sponsorship of the Report and an adjacent commercial every Tuesday. You'll also get a bonus schedule of 2:30 second commercials per day Monday through Sunday.

TrueCountryKRDH.com – 903-567-5566



Dollar-a-Holler Days!!

Wouldn't it be nice if you could buy as many radio commercials as you needed for your business for just a dollar each? YOU CAN! True Country's "Dollar-A-Holler Days" are your chance to get that radio advertising you've been needing at a price that fits ANY budget. Yes, you read that right...REAL radio commercials for just a dollar each!!

YOU GET

As many **15-second** "Hollers" (commercials) as you can afford for \$1.00 each.

Basic Production for your ad.

...and best of all...

NO MONTHLY COMMITMENT!

The following conditions apply:

Minimum 10 Commercials to start.

Payment must be made at time of purchase.

Commercials are Run of Schedule (ROS)

So, that's the deal. If you have ten bucks in your pocket and want to get the word out about your business – you can.

BUY AS MANY AS YOU CAN NOW!!!

TrueCountryKRDH.com – 903-567-5566



First Monday Weekend Advertising Package #2

The ONLY Live local source for First Monday Weekend Information is "True Country 1510 AM!" We cover parking directions, points of interest, and of course, traffic on Canton's big weekend. We have all day coverage starting Friday at 7am and continuing until 4pm. We also have frequent weather updates, and tie it all in together to provide the most comprehensive First Monday Coverage you will find anywhere in Van Zandt County. Advertising during this busy time will guarantee that you are reaching potential shoppers on a weekend that swells Canton's population by astronomical proportions.

Some of those extra folks may be looking for just what YOU have to offer!

Here's how it works.

You get 15 Commercials (Run of Schedule 7am-5pm) on Friday

You get 15 Commercials (Run of Schedule 7am-5pm) on Saturday

You get 7 Commercials (Run of Schedule 7am-1pm) on Sunday (except 11am hour).

That's 37 Commercials!!

TrueCountryKRDH.com – 903-567-5566



Farm Bureau “Focus On Agriculture”

We are offering commercial adjacencies to the “Focus On Agriculture”. Van Zandt County is a rural county and the information provided in this report is essential to the Farmers and Ranchers that keep Van Zandt County going. A commercial adjacent to this program will not only insure that your name is on their mind when they hear this valuable information, but they will know that your company cares about farm and ranch life in Van Zandt County.

1:30 second Commercial BEFORE the Report. Mon-Fri
2 ROS commercials per day Mon-Sun

1:30 second Commercial AFTER the Report. Mon-Fri
2 ROS commercials per day Mon-Sun

TrueCountryKRDH.com – 903-567-5566



LIVING THE COUNTRY LIFE

Living the Country Life is a show that plays twice Monday thru Friday. The show is aimed at people that live in rural settings. More and more people are moving out of the suburban areas to the country and this program gives help for the problems that arise or just give pointers about life in the country. The topics range from John Deere Mondays to raising animals or putting up fence posts. The morning topic is different from the afternoon one.

**TWICE DAILY MONDAY-FRIDAY
8:20 a.m. AND 3:50 pm
Only On "True Country 1510 AM"**

Sponsors Receive:

2 Thirty Second Spots During The Program.
Mentions in Recorded Promos throughout the week.
4 Thirty-second Commercials Per Day Monday-Sunday.

TrueCountryKRDH.com – 903-567-5566



LOCAL NEWS SPONSORSHIP

Only ONE radio station covers VAN ZANDT COUNTY news exclusively!

Only ONE radio station puts the news of VAN ZANDT COUNTY FIRST!!

Only ONE radio station broadcasts from VAN ZANDT COUNTY!! That radio station is "True Country" 1510 AM!

Sponsoring local news on "True Country" gives your business the distinction of delivering LOCAL INFORMATION to the people of Van Zandt County.

Here's how "True Country" Local News Sponsorship works:

Level One

Promotional mentions throughout the preceding hour.

News Introduction crediting your business.

Your 30-second commercial before the news and one additional 30 second spot (ROS)

The News sponsored by YOU!

Level Two

Promotional mentions throughout the preceding hour.

News Introduction crediting your business.

Your 30 second commercial at news

The News sponsored by YOU!

And **two 30 sec spot additional commercials** to run in the afternoon.

Level Three - *BEST VALUE*

Promotional mentions throughout the preceding hour.

News Introduction crediting your business.

Your 30-second commercial.

The News sponsored by YOU!

And **8 30 sec spot extra commercials** to run throughout the day!

TrueCountryKRDH.com – 903-567-5566



MARK HENDERSON COUNTRY JAMBOREE

The Mark Henderson Country Jamboree Show is a weekly one-hour live radio program that highlights the best of today's up and coming country artists.

Hosted by Mark Henderson, the show keeps listeners up to date with the latest up and coming country stars along with his own personal touch to the classics. On the show he will also have guest stars that will join him live in studio to highlight on their talents and upcoming events.

SATURDAY MORNINGS

11:00 a.m. – 12:00 p.m.

Only On "True Country 1510 AM"

Sponsors Receive:

2 Thirty Second Spots During The Program.

Mentions in Recorded Promos throughout the week.

4 Thirty-second Commercials Per Day Monday-Sunday.

TrueCountryKRDH.com – 903-567-5566



NEW MUSIC NASHVILLE

New Music Nashville focuses on the top county hits currently in Nashville and around the country. This is a syndicated show from Nashville, Tennessee keeping you informed of the latest up and coming stars and music in the world of country music.

FRIDAY MORNINGS

10:00—11:00 AM

Only on True Country KRDH 1510 AM

Sponsors Receive:

1 Thirty Second Spot during the program.

Mentions in recorded promos throughout the week.

2 Thirty second commercials per day Monday-Sunday

.TrueCountryKRDH.com – 903-567-5566



Old Farmers Almanac

WEEKDAYS AT 10:00 am

Weather Information, Country Folklore, Gardening Secrets, Great Do-It-Yourself Project Tips and Amazing Facts are presented in a two minute presentation after the news at the top of the hour.

One 30 second commercial adjacent to “Old Farmers Almanac”

Schedule of two 30 second spots per day Monday – Friday.

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On The House w/the Carey Bros. And Rebecca Cole

Saturdays 12am-4pm

On The House is nationally syndicated home improvement show. Listeners can call in with questions and have them answered by professional contractors and a well known designer.

3 separate packages are offered for this show:

Plan A

Sponsor all four hours and receive:

**Sponsor tag on show promo, two 30- sec spots per hour, and 6 commercials a day
Monday-Sunday**

Plan B

Sponsor two hours and receive:

**Sponsor tag on show promo, one 30 sec spot per hour, and 4 commercials a day
Monday-Sunday**

Plan C

Sponsor one hour and receive:

**Sponsor tag on show promo, one 30 sec spot per hour, and 2 commercials a day
Monday-Sunday**

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ON THE HOUSE TIP OF THE DAY

Twice a day- 8:35am during the Morning Show and at 3:50pm
Mon-Fri

America's number one home improvement, repair and remodeling vignette and is heard on over 150 stations all across the USA, Puerto Rico and Canada. Over 1 million listeners tune in to the "On The House Tip of The Day" for informative, fun and FREE home improvement advice.

As sponsor of this feature you would receive:

Sponsor mention in Show Promo, Sponsor mention before and after show, one 30 second commercial before segment and five :30 second commercials per day. All Promo's, mentions and commercials are recorded by the Carey Brothers specifically for your business.

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Passport to Texas

WEEKDAYS AT 9:20 am

We are offering commercial sponsorship of “Passport To Texas”. “Passport To Texas” is a production of Texas Parks and Wildlife and the program covers everything from our State Parks to Hunting and Fishing. The two-minute program is aired daily Monday – Friday at 9:20 am and hosted by Cecilia Nasti. The show is professionally produced in Austin and distributed all over the state.

**One 30 second commercial adjacent to “Passport To Texas”
Schedule of seven 30 second spots per day Monday – Friday.**

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BROADCASTING LIVE AT YOUR BUSINESS!

Live Remote Packages on "True Country"

The one thing that TV and the newspapers cannot do. "True Country" 1510 AM can come to your place of business and broadcast live, advertising your products and services to folks listening on the radio or those who might be there already. Live remotes create an exciting atmosphere at your place of business and give your customers a chance to be a part of a radio broadcast. Not only that, YOU are the topic of conversation on the air for several straight hours.

Price is determined by amount of hours for remote.

- * Remotes consist of 4 live reports per hour.
- * Unlimited Remote Promos throughout the preceding week.
- * 2 Commercials per day Mon-Fri of preceding week.

TrueCountryKRDH.com – 903-567-5566



**First Monday Weekend Saturday Only
Advertising Package**

The ONLY Live local source for First Monday Weekend Information is "True Country 1510 AM!" We cover parking directions, points of interest, and of course, traffic on Canton's big weekend. We have all day coverage starting Friday at 7am and continuing until 4pm. We also have frequent weather updates, and tie it all in together to provide the most comprehensive First Monday Coverage you will find anywhere in Van Zandt County.

Advertising during this busy time will guarantee that you are reaching potential shoppers on a weekend that swells Canton's population by astronomical proportions. Some of those extra folks may be looking for just what YOU have to offer!

Here's how it works.

You get 15 Commercials (Run of Schedule 7am-5pm) on
Saturday

TrueCountryKRDH.com – 903-567-5566



SHAME AND ANGER SPORTS TALK SHOW

The Shame and Anger Sports talk show is a two-hour program that highlights the best of local and national sports. We cover the Cowboys, Mavericks, and Texas Rangers as well as college and high school games of the week and games coming up in the future. Hosted by Scott Gray and Talmadge Nix, the show keeps listeners up to date with all sports and we welcome any callers to participate in the show with comments.

SATURDAY MORNINGS

9:00—11:00

Only on True Country KRDH 1510 AM

Sponsors Receive:

2 Thirty Second Spots During the Program.

Mentions in Recorded Promos throughout the week.

4 Thirty second Commercials per day Monday - Saturday.

TrueCountryKRDH.com – 903-567-5566



SUNDAY MORNING DEVOTIONALS

True Country is offering your church an opportunity to do a devotional, church service or Bible lesson on Sunday mornings on True Country Radio. This is a chance to get your messages out to shut-ins or your members of your congregation who can't make it to church.

PACKAGE 1 HALF HOUR PROGRAM

Mentions in recorded promos throughout the week and 4 30-second commercials per day 7 days a week.

PACKAGE 2 ONE HOUR PROGRAM

Mentions in recorded promos throughout the week and 8 30-second commercials per day 7 days a week.

TrueCountryKRDH.com – 903-567-5566



Texas Ag News Updates

Texas Ag News Updates are at 9:20am, 12:05pm and 3:20pm

PACKAGE A

Sponsor All Three Updates

True Country Provides: Sponsorship tags, 1:30 Commercial Adjacent to Reports, 10 additional commercials per week (ROS). Total of 25 spots per week.

PACKAGE B

Sponsor Two Updates

True Country Provides: Sponsorship tags, 1:30 Commercial Adjacent to Reports, and 2 Bonus commercial per day (ROS). Total of 20 spots per week.

PACKAGE C

Sponsor One Update

True Country Provides: Sponsorship tags, 1:30 Commercial Adjacent to Reports, and 1 Bonus Commercial per day (ROS). Total of 10 spots per week

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Texas Opry Round-up with Karol Dyess & Tammy Miller

Each Saturday from noon until 1PM Karol Dyess, Production Manager of the Rodeo City Music Hall in Mesquite, will be presenting a live radio program spotlighting the various Opry's around the state. She will be having guests appearing on the show with live performances in the studio.

Sponsor receives 3-30 second commercials during program, recorded promotions throughout the week and 8-30 second commercials per day Monday through Saturday.

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Texas Vet News

A three-minute program from the Texas Farm Bureau Network, that deals with the everyday care of livestock, including horses and other companion animals, in urban and rural Texas..

**As the sponsor of Texas Vet News you get:
A Sponsorship tag before the report, one 30 sec spot before
report and four 30 sec spots during day Monday-Sunday**

TrueCountryKRDH.com – 903-567-5566



The “Your Business Name Weather Watch”

As Van Zandt County’s news and information station, it is our job to not only provide up-to-date news coverage, but to keep a constant eye on the weather. Twice an hour, every hour of the day (7am – Sign-Off), True Country delivers the weather forecast. Our forecasts are prepared and delivered by Meteorologist John Weatherbee sealed by the American Meteorological Society and the National Weather Service. When severe storms erupt, True Country follows them closely on radar and breaks in with the very latest weather information as soon as it arrives.

As the title sponsor of the weather forecast and storm coverage, these updates are presented by your business – aligning you with one of the most important benchmarks of our programming.

As the title sponsor here is what you would receive:

- **Weather renamed “Your Business Name Weather Watch” and run twice an hour (7am-Sign-Off) 7 days a week.**
- **FREQUENT mentions throughout the day telling listeners when to tune in for the next “Your Business Name Weather Watch”.**
- **Schedule of 8 30-second commercial spots per day.**

Sponsorship mentions adjacent to special weather bulletins.

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Weekend Blitz Advertising Package

GREAT FOR GRAND OPENING ADVERTISING!!!

ONLY ONE station has positioned itself as THE source for current events in Van Zandt County. “True Country” 1510 AM is the station Van Zandt County turns to when news breaks. No other media outlet broadcasts live from Van Zandt County every day with up-to-date LOCAL information. ADVERTISING on Van Zandt County’s own “True Country” is a wise investment. Just ask the many area businesses who have tried it!

The “Weekend Blitz” package is ideal for businesses wanting to promote big weekend events, like sales, specials, and grand openings. This package works well when the budget will not allow for a “True Country” live broadcast package.

Here’s how it works.

You get 15 Commercials (ROS 7am-5pm) on Thursday or Friday
You get 15 Commercials (ROS 7am-5pm) on Friday or Saturday
You get 7 Commercials (ROS 7am-1pm) on Saturday or Sunday.
That’s 37 Commercials over 3 days!!

TrueCountryKRDH.com – 903-567-5566



What's For Lunch???

Around 10:20 every day, breakfast wears off, and folks find themselves getting hungry again. That's when they start thinking about WHAT'S FOR LUNCH!! Let's tell 'em.

At 10:20 each day on the mid-day show, listeners can now tune in to find out what your lunch special is. Make sure that they know what your restaurant is serving with the "WHAT'S FOR LUNCH" package.

Not all restaurants can fit a full advertising schedule in their budget, so why not just tell you potential customers what they want to know – WHO you are, WHERE you're located, and most importantly, WHAT'S FOR LUNCH!!

...you receive ONE 15-second mention during the "WHAT'S FOR LUNCH" feature Monday – Friday at 10:20am!

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