



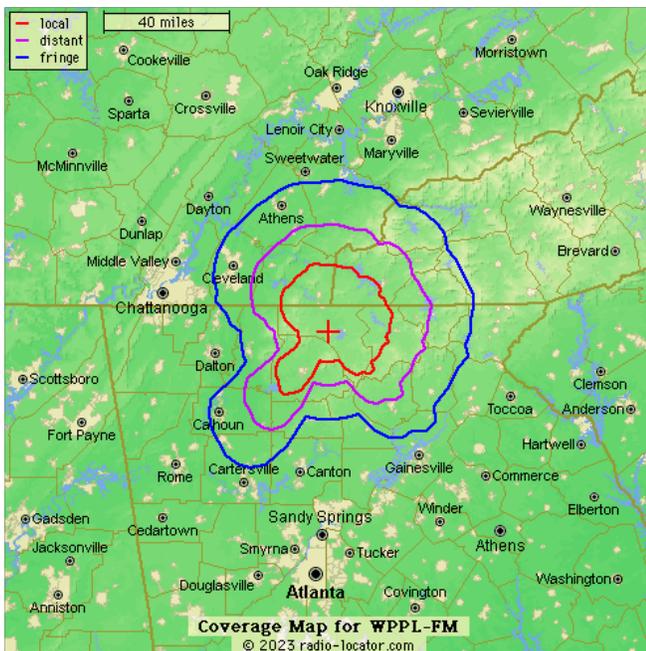
Mountain Country

103.9 FM

Blue Ridge, GA

The Heart of Country Music in the Blue Ridge Mountains

- **Mountain Country Radio** is one of the South's oldest independent country radio stations! Since 1966, WPPL has been spinning records, reaching listeners, and expanding our fan base for generations in the mountains of North Georgia, Western Carolina, and Southeast Tennessee.
- **Mountain Country Radio** is THE most listened-to station in our region. Join a winning team, with decades of advertising experience.
- **Mountain Country Radio** offers a wide variety of promotional opportunities to help you achieve any marketing objective. From traditional radio spots, to on-premises broadcasting, to discounted billboard ads, and online social media, we'll find a solution just for you.
- **Mountain Country Radio** is the ONLY medium that effectively reaches a captive audience of locals on their way to work, parents running errands, or travelers tuning in for the local vibe.
- **Mountain Country Radio** is more than just a broadcasting & streaming opportunity with 24/7 listeners, it's a way of life!



Why Radio?

- **Mountain Country Radio** is "word of mouth" advertising. Magic happens when our advertisers combine voice, word, music, and sounds to evoke strong, emotional images. We've been a "call to action" medium for nearly 60 years.
- **Mountain Country Radio** can adjust in real time to market changes. Updates to your commercial content and scheduling can be made within hours.
- **Mountain Country Radio** is live, local, and legendary with a brand name built upon generations of listeners. By teaming with WPPL, your brand becomes instantly linked to a history of trusted entertainment.
- **Mountain Country Radio** is a frequency medium, in more ways than one! Repetition, repetition, repetition is what makes us the most cost-effective form of advertising.

www.MountainCountryRadio.com

P.O. Box 938, Blue Ridge, GA 30513 • (888) 632-WPPL

Frequently Asked Questions

How many listeners do you have?

According to Nielsen, **Mountain Country Radio** is by far the most listened to radio station in the Tri-State area of North Georgia, Western Carolina and Eastern Tennessee. With our recent addition of live-streaming, we expect continued growth... not just regionally, but nationally!

Can I afford to advertise on the radio?

You can't afford not to! **Mountain Country Radio** offers a variety of packages and rates tailored specifically for your business and budget. With affordable rates and co-op availability, we are committed to our advertiser's success.

How will this help, since I already advertise online and in print?

Only radio can build upon your current advertising with affordable, frequency-based marketing. **Mountain Country Radio** ads run 24/7 because we have 24/7 listeners.

Can I sponsor any special programs?

We like the way you think! **Mountain Country Radio** has numerous opportunities for you to sponsor programs and events. From news updates to weather to top-of-the-hour programming, we've got options. And if you want to try something new and creative that we aren't currently doing, we love thinking outside the box.

Do I get a better rate, if I invest in more ads?

Volume discounts are always the best option: the more you invest, the more **Mountain Country Radio** "extras" you get.

Can you broadcast live at my business?

Nothing makes us happier! Our DJ booth is comfy, but nothing beats joining our advertisers where they work! **Mountain Country Radio** can create a customized remote package with affordable pricing. Bring some excitement to your next event with live, on-location spots! In addition, we'll promote our visit days in advance to maximize turnout.

How soon can I expect results from radio advertising?

The more ads your run, the quicker you'll get results. Simply put, repetition gets you recognition. Our live broadcasts can bring immediate results, but **Mountain Country Radio** will work with you on a custom plan to maximize your results.

Why are the Mountain Country Radio call letters WPPL?

In 1912, the U.S. federal government started licensing radio stations, assigning the call letters W to stations in the east and K in the west. Since **Mountain Country Radio** went live in 1966, we've had the freedom to play songs from bands that people know nationally and songs that people have heard locally. We were, always have been, and always will be, a station for the PeoPLe... WPPL!