



Thank you for requesting more information regarding advertising on our radio stations! We currently provide **WRIX 103.1FM**, **WANS 1280AM** and **WRIX 1020AM** – Consisting of Talk/Adult Contemporary/Nightly Sports, Sports/Talk/News and Southern Gospel formatted Stations. We also are a proud provider of all USC Gamecock Sports, Anderson University Trojans and Belton-Honea Path High school Sports.

We allow our customers to use radio advertising the way that it was originally intended to be used and that is by frequency! We are a locally owned station and do not have the high overhead and corporate chain of command as most stations in the upstate of South Carolina. The benefit is to our customers by the affordable rates that we can provide along with the flexibility, creative promotions and listener interaction. **\*Our customers run up to 3 or more commercials a day every day of the month and to their surprise this cost them less than what most print ads cost to run only once!**

The process is easy and simple! – We first begin by gathering information about your business or event. We will then create a proposal and schedule just for you and your business. We customize the schedule to the target audience and demographic that would best benefit your business. We have trained copy writers with many years experience that write your commercials. From this point you are asked to approve the “Script” and we then send it to our studio to get produced. Once again, you are asked to approve the final produced commercial. – We are now ready to air your commercial!

Often clients ask if they can run more than one commercial and also if we charge extra to change the commercial. We will often recommend rotating a couple of commercials, this depends on each client and we never charge to change your commercial unless you request a third party production company to record your commercial outside of our studio. –

Radio Advertising is one of the most effective mediums of today - It's a science and requires a specific formula in order to work effectively. Our staff at WRIX FM Inc. is highly trained and has many years of experience to ensure the medium will work and get you the most return on your investment! –

**\*Radio Advertising gets RESULTS!\***

\*Please e-mail or call to request more information on each station or target demographic for each station. – [tonya1276@att.net](mailto:tonya1276@att.net) or call 864-202-3731 –

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