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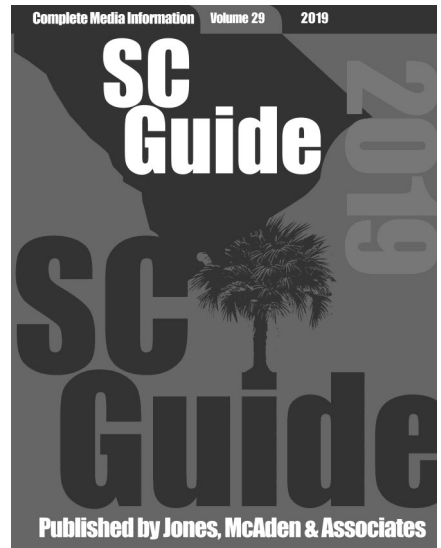
ASSOCIATION MANAGEMENT
PUBLIC RELATIONS

S.C. GUIDE TO COMPLETE MEDIA
INFORMATION
Jones, McAden & Associates
P.O. Box 11937
Columbia, SC 29211

Jones, McAden & Associates



S.C. GUIDE Complete Media Information



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SC GUIDE Complete Media Information

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- **Daily Newspapers...** provides complete contact information including names of key editors, circulation, subscription rates, geographic areas served and special sections.
- **Non-Daily Newspapers...** includes contact information, key personnel, circulation, day(s) of publication, subscription rates, and submission deadlines.
- **Television Stations...** provides network affiliation/cable, broadcast hours, locally produced shows, personnel, and accepted formats for PSA's.
- **Radio Stations...** includes information on frequency, format, broadcast hours, locally produced shows, personnel, and accepted formats for PSA's.
- **Specialty Publications...** include web pages, magazines, tabloids and newsletters produced by associations, non-profits, businesses, colleges and universities. Health, regional and religious publications also appear in this section. In addition to contact information, this section lists circulation, format, subscription rate and purpose.
- **Outdoor Advertising...** companies include counties served, sizes, types, personnel, and total number of billboards available through each company.
- **Minority Owned...** Minority owned section provides a one-stop summary of all minority owned listings included in other sections.
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