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For Immediate Release

Vegas Radio and The Monocacy Monocle Join Forces

Vegas Radio 1520am, WTRI today announced a marketing partnership with The Monocacy Monocle Newspaper. The deal will include cross promotion opportunities, and will offer advertisers complete marketing packages utilizing both radio and print. Vegas Radio personalities will provide content for the Monocle, while members of the Monocle staff will be regular contributors to the Buddy Rizer Morning Show on WTRI. The deal is effective immediately.

Vegas Radio Owner/Operator Marty Sheehan said "We're very excited to be working with The Monocle. This gives both of us the opportunity to expand our brands, and offer more options to both our listeners and our advertisers."

Monocle Editor Rande Davis added "We feel like this partnership is a natural fit. Both the Monocle and Vegas Radio are very committed to their local constituents. We both understand the importance of local information, and we look forward to combining our resources to better serve the area."

Vegas Radio 1520am, WTRI is a 17,000 watt station that serves Frederick and Montgomery Counties in Maryland, Loudoun and Fairfax Counties in Virginia and Jefferson County in West Virginia. The station features the great American Standards and Contemporary music favorites from artists such as Frank Sinatra, Ray Charles, Michael Buble and Norah Jones. The station also carries Frederick Keys and Washington Nationals Baseball.

The Monocle is a bi-weekly newspaper that distributes 4,500 copies per publication. It serves Poolesville, Buckeystown, Point of Rocks, Darnestown, and Tuscarora.

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