

tsignor@forevermediainc.com

From: bbican@forevermediainc.com
Sent: Wednesday, March 20, 2024 4:03 PM
To: Tammy Signor
Cc: Linda Propheter
Subject: FW: Political Rate Card
Attachments: doc19419020240312081519.pdf

Hi Tammy,
Please see the attached email that was sent. Thank you!

-----Original Message-----

From: "bbican@forevermediainc.com" <bbican@forevermediainc.com>
Sent: Tuesday, March 12, 2024 8:22am
To: jeff@onwardandoutcomm.com
Subject: Political Rate Card

Good Morning, Jeff.

Here are the current political rates and some demographics on voters.
Please let me know if you need additional information or have any questions.
Thanks so much!
Bobbi

Bobbi L. Bican
Account Executive
Rocky 98.5
Forever Media, Inc.
bbican@forevermediainc.com
717-637-3831 (office)
717-476-0764 (cell)



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Political Rate Card – March 9, 2024 to April 23, 2024



WGTY-FM		
Monday – Friday	:30	:60
6A–10A	\$29	\$45
10A–3P	\$29	\$40
3P–7P	\$29	\$40
Saturday		
6A–7P	\$14	\$15
Sunday		
10A–3P	\$24	\$15
WYCR-FM (WRKY – Simulcast of WYCR)		
Monday – Friday	:30	:60
6A–10A	\$48	\$30
10A–3P	\$30	\$25
3P–7P	\$26	\$25
Saturday		
6A–7P	\$35	\$10
Sunday		
10A–3P	\$30	\$35
WGET, WHVR, WPPY		
Monday-Friday	:30	
6A-10A	\$15	
10A-3P	\$15	
3P-7P	\$15	

CANDIDATES CANNOT SPONSOR ANY NEWS OR WEATHER FORECASTS

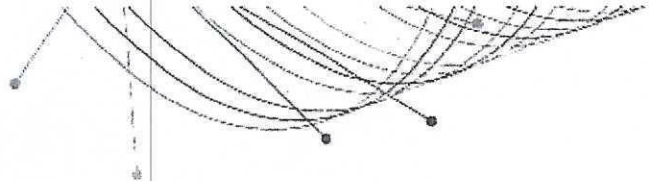
Pre-payment in full and agent or candidate-signed NAB release form is required with all orders.

To qualify for the lowest unit charge, candidate's voice must appear in commercial.

ID of sponsorship required in all commercials.

March 5, 2024

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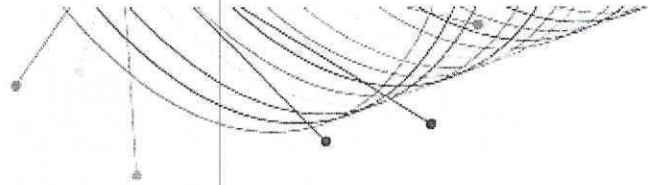


Target Profile

YORK (Metro Survey Area)
 SCARBOROUGH R2 2023: AUG22-AUG23
 ADULTS 18+

Rocky
 98.5

WHAT I Want to Know About Them	WHO I am Looking At Radio Stations: WYCR-FM	Target Persons*	% of-Target	Index
Radio Inventory				
Radio Stations				
WYCR-FM		61,474	100.0%	727
Voting/political				
How often usually vote in local elections				
Never		26,456	43.0%	168
Sometimes		19,026	30.9%	93
Always		15,992	26.0%	63
How often usually vote in presidential elections				
Never		26,456	43.0%	168
Sometimes		19,026	30.9%	93
Always		15,992	26.0%	63
How often usually vote in statewide elections				
Never		24,309	39.5%	176
Always		24,035	39.1%	74
Sometimes		13,130	21.4%	88
Political party affiliation				
Republican		15,625	25.4%	68
Independent		12,281	20.0%	169
Democrat		11,567	18.8%	82
Independent, but feel closer to Republican		7,544	12.3%	126
Independent, but feel closer to Democrat		1,462	2.4%	51
Registered to vote in district of residence				
Yes		41,823	68.0%	82
No		19,651	32.0%	190



Target Profile

YORK (Metro Survey Area)
 SCARBOROUGH R2 2023: AUG22-AUG23
 ADULTS 18+

WGTY

WHO I am Looking At
 Radio Stations: WGTY-FM

*Froggy
 107.7*

WHAT I Want to Know About Them	Target Persons*	% of Target	Index
Voting/political			
How often usually vote in local elections			
Always	35,843	45.1%	110
Sometimes	26,382	33.2%	100
Never	17,211	21.7%	85
How often usually vote in presidential elections			
Always	60,673	76.4%	103
Never	11,572	14.6%	80
Sometimes	7,191	9.1%	115
How often usually vote in statewide elections			
Always	40,126	50.5%	95
Sometimes	25,760	32.4%	134
Never	13,550	17.1%	76
Political party affiliation			
Republican	36,624	46.1%	122
Democrat	20,055	25.2%	111
Independent	6,630	8.3%	71
Independent, but feel closer to Republican	4,677	5.9%	61
Independent, but feel closer to Democrat	3,694	4.7%	100
Registered to vote in district of residence			
Yes	69,069	86.9%	105
No	10,367	13.1%	78