

Memo

To: Issue Rate Card General Election
Fr: Ralph Salierno General Manager
WCHV-FM WCYK-FM, WHITE-FM, WKAV-AM/FM & WZGN-FM
CC:
Re: Issue Rate Card General Election November 3, 2020
Dt: August 28, 2020

August-Sept 4, 2020						Sept 5-Nov 3, 2020					
Standard	Radio Stations 60 second rates					Standard	Radio Stations 60 second rates				
Dayparts	WCHV	WCYK	WKAV	WHITE	WZGN	Dayparts	WCHV	WCYK	WKAV	WHITE	WZGN
M-F 5a-10a	\$30	\$60	\$18	\$60	\$22	M-F 5a-10a	\$36	\$73	\$22	\$73	\$26
M-F 10a-3p	\$30	\$54	\$12	\$54	\$17	M-F 10a-3p	\$36	\$65	\$15	\$65	\$20
M-F 3p-8p	\$30	\$60	\$18	\$60	\$22	M-F 3p-8p	\$36	\$73	\$22	\$73	\$26
M-F 8p-12m	\$12	\$42	\$12	\$42	\$12	M-F 8p-12m	\$15	\$51	\$15	\$51	\$15
Sat 5a-10a	\$12	\$24	\$10	\$24	\$12	Sat 5a-10a	\$15	\$29	\$12	\$29	\$15
Sat 10a-3p	\$12	\$42	\$12	\$42	\$18	Sat 10a-3p	\$15	\$51	\$15	\$51	\$22
Sat 3p-8p	\$12	\$42	\$12	\$42	\$18	Sat 3p-8p	\$15	\$51	\$15	\$51	\$22
Sat 8p-12	\$12	\$24	\$12	\$42	\$12	Sat 8p-12	\$15	\$29	\$15	\$51	\$15
Sun 5a-10a	\$12	\$18	\$10	\$18	\$12	Sun 5a-10a	\$15	\$22	\$12	\$22	\$15
Sun 10a-3p	\$18	\$18	\$12	\$18	\$18	Sun 10a-3p	\$22	\$22	\$15	\$22	\$22
Sun 3p-8p	\$18	\$12	\$12	\$12	\$18	Sun 3p-8p	\$22	\$15	\$15	\$15	\$22
Sun 8p-12m	\$6	\$12	\$10	\$12	\$6	Sun 8p-12m	\$7	\$15	\$12	\$15	\$7
Overnight	\$6	\$10	\$6	\$10	\$6	Overnight	\$7	\$12	\$7	\$12	\$7
M-F 5a-8p	\$25	\$49	\$13	\$49	\$17	M-F 5a-8p	\$30	\$59	\$16	\$59	\$20
M-Su 5a-12m	\$14	\$29	\$11	\$30	\$13	M-Su 5a-12m	\$17	\$35	\$13	\$36	\$16

August-Sept 4, 2020						Sept 5-Nov 3, 2020					
Standard	Radio Stations 30 second rates					Standard	Radio Stations 30 second rates				
Dayparts	WCHV	WCYK	WKAV	WHITE	WZGN	Dayparts	WCHV	WCYK	WKAV	WHITE	WZGN
M-F 5a-10a	\$21	\$42	\$13	\$42	\$15	M-F 5a-10a	\$25	\$51	\$15	\$51	\$18
M-F 10a-3p	\$21	\$38	\$8	\$38	\$12	M-F 10a-3p	\$25	\$46	\$10	\$46	\$14
M-F 3p-8p	\$21	\$42	\$13	\$42	\$15	M-F 3p-8p	\$25	\$51	\$15	\$51	\$18
M-F 8p-12m	\$8	\$29	\$8	\$29	\$8	M-F 8p-12m	\$10	\$36	\$10	\$36	\$10
Sat 5a-10a	\$8	\$17	\$7	\$17	\$8	Sat 5a-10a	\$10	\$20	\$8	\$20	\$10
Sat 10a-3p	\$8	\$29	\$8	\$29	\$13	Sat 10a-3p	\$10	\$36	\$10	\$36	\$15
Sat 3p-8p	\$8	\$29	\$8	\$29	\$13	Sat 3p-8p	\$10	\$36	\$10	\$36	\$15
Sat 8p-12	\$8	\$17	\$8	\$29	\$8	Sat 8p-12	\$10	\$20	\$10	\$36	\$10
Sun 5a-10a	\$8	\$13	\$7	\$13	\$8	Sun 5a-10a	\$10	\$15	\$8	\$15	\$10
Sun 10a-3p	\$13	\$13	\$8	\$13	\$13	Sun 10a-3p	\$15	\$15	\$10	\$15	\$15
Sun 3p-8p	\$13	\$8	\$8	\$8	\$13	Sun 3p-8p	\$15	\$10	\$10	\$10	\$15
Sun 8p-12m	\$4	\$8	\$7	\$8	\$4	Sun 8p-12m	\$5	\$10	\$8	\$10	\$5
Overnight	\$4	\$7	\$4	\$7	\$4	Overnight	\$5	\$8	\$5	\$8	\$5
M-F 5a-8p	\$18	\$34	\$9	\$34	\$12	M-F 5a-8p	\$21	\$41	\$11	\$41	\$14
M-Su 5a-12m	\$10	\$20	\$7	\$21	\$9	M-Su 5a-12m	\$12	\$24	\$9	\$26	\$11

Issue advertising will be accepted to run on any election day

All issue advertising must be paid at time of placement