

# Candidate Rate Card

485 Hillsdale Dr, Ste 109, Charlottesville VA 22901

Phone: 434.817.7606 Fax: 434.978.1109



**Effective:**

Sept-Nov 2020

**Contact:** [ralph@monticellomedia.com](mailto:ralph@monticellomedia.com)

NON- Preemptable Rates (NET)											FAQ
Standard	Radio Stations										<p>Political advertising will be accepted to run on election day</p> <p>All political advertising must be paid at time of placement</p> <p>Rates available to legally qualified candidates</p> <p>Production facilities are made available as they would be for any other advertiser</p> <p>Issue advertising does not qualify for political rates</p> <p>Maximum of 1 commercial per hour can be purchased</p> <p>See the attached Political Disclosure Statement for more detail information</p> <p>All schedule include streaming</p>
	WCHV		WCYK		WKAV		WHTe		WZGN		
Dayparts	60 sec	30 Sec	60 sec	30 Sec	60 sec	30 Sec	60 sec	8	60 sec	30 Sec	
M-F 6a-10a	\$12	\$8	\$32	\$25	\$10	\$7	\$20	\$20	\$10	\$10	
M-F 10a-3p	\$20	\$14	\$30	\$20	\$10	\$7	\$17	\$20	\$15	\$10	
M-F 3p-7p	\$25	\$14	\$30	\$25	\$10	\$7	\$15	\$20	\$15	\$10	
M-F 7p-12m	\$10	\$7	\$10	\$10	\$10	\$7	\$12	\$10	\$7	\$5	
Sat 6a-10a	\$10	\$7	\$5	\$5	\$8	\$6	\$10	\$10	\$9	\$7	
Sat 10a-3p	\$10	\$7	\$25	\$25	\$10	\$7	\$10	\$6	\$9	\$9	
Sat 3p-7p	\$10	\$7	\$15	\$10	\$10	\$7	\$10	\$6	\$9	\$9	
Sat 7p-12m	\$10	\$7	\$10	\$14	\$10	\$7	\$8	\$5	\$7	\$5	
Sun 6a-10a	\$7	\$5	\$5	\$10	\$8	\$6	\$10	\$6	\$9	\$7	
Sun 10a-3p	\$15	\$11	\$5	\$10	\$10	\$7	\$10	\$6	\$9	\$7	
Sun 3p-7p	\$15	\$11	\$5	\$7	\$10	\$7	\$7	\$6	\$9	\$7	
Sun 7p-12m	\$5	\$4	\$5	\$7	\$8	\$6	\$7	\$5	\$7	\$4	
Overnight	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	

Subject to Monticello Media credit and collection policies