

Candidate Rate Card

485 Hillsdale Dr, Ste 109, Charlottesville VA 22901

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Effective:

Sept-Nov 2020

Contact: ralph@monticellomedia.com

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