

SUNRISE BROADCASTING


PRIMARY Non- Pre-emptible POLITICAL CANDIDATE RATES


R Jan. 21-Mar.5, 2024


Sunrise Broadcasting


25 N Kerr Ave Wilmington, NC 28405


910-632-2114


WKXB Jammin' 99.9 Jammin Oldies  Reach 49,018 Voters	Daypart	All Rates Gross :60's			All Rates Gross :30's		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	9	9	9	6	6	6
	6am - 10am	45	25	25	35	20	20
	10am - 3pm	40	30	25	30	25	20
	3pm - 7pm	40	25	25	30	20	20
	7pm - 12mid	15	15	15	12	12	12

WAZO Z1075 Contemporary Hit Radio  Reach 67,485 Voters	Daypart	All Rates Gross :60's			All Rates Gross :30's		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	15	15	15	10	10	10
	6am - 10am	55	30	30	50	25	25
	10am - 3pm	45	35	30	40	30	25
	3pm - 7pm	45	35	30	40	30	25
	7pm - 12mid	19	19	19	15	15	15

WILT Sunny 103.7 Adult Contemporary  Reach 46,083 Voters	Daypart	All Rates Gross :60's			All Rates Gross :30's		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	9	9	9	6	6	6
	6am - 10am	40	20	20	35	18	18
	10am - 3pm	35	25	25	30	20	20
	3pm - 7pm	35	25	25	30	20	20
	7pm - 12mid	12	12	12	10	10	10

WRMR Modern Rock 98.7 New Rock Alternative  Reach 25,622 Voters	Daypart	All Rates Gross :60's			All Rates Gross :30's		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	8	8	8	5	5	5
	6am - 10am	30	18	18	25	16	16
	10am - 3pm	25	18	18	20	16	16
	3pm - 7pm	25	18	18	20	16	16
	7pm - 12mid	10	10	10	7	7	7

WMFD 101.7FM AM630 Sports (ESPN)  Reach 11,202 mostly male Voters	Daypart	All Rates Gross :60's			All Rates Gross :30's		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	6	6	6	5	5	5
	6am - 10am	20	15	15	18	12	12
	10am - 3pm	20	15	15	18	12	12
	3pm - 7pm	20	15	15	18	12	12
	7pm - 12mid	8	8	8	6	6	6

WKXB HD2 and 95.9FM W240AS Soft AC  station launched May 30, 2018	Daypart	All Rates Gross :60's			All Rates Gross :30's		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	5	5	5	4	4	4
	6am - 10am	9	8	7	7	6	5
	10am - 3pm	9	8	7	7	6	5
	3pm - 7pm	9	8	7	7	6	5
	7pm - 12mid	5	5	5	4	4	4

*WRMR and WMFD have sports team affiliations that may preclude daypart/day placement