

Woof Boom Radio Political Rate Card

2023 Fall Election

Qualified Candidate Political Rates

Time Class: Fixed, Non-Preemptable

Station Days Daypart :60 Net :30 Net :60 Gross :30 Gross

WDOH	Mon-F	6a-10a	\$5.63	\$4.50	\$6.62	\$5.30
		10a-3p	\$5.63	\$4.50	\$6.62	\$5.30
		3p-7p	\$5.63	\$4.50	\$6.62	\$5.30
		7p-12a	\$3.13	\$2.50	\$3.68	\$2.95
	Sat	6a-10a	\$3.13	\$2.50	\$3.68	\$2.95
		10a-3p	\$3.13	\$2.50	\$3.68	\$2.95
		3p-7p	\$3.13	\$2.50	\$3.68	\$2.95
		7p-12a	\$1.00	\$0.80	\$1.18	\$0.94
	Sun	6a-10a	\$3.13	\$2.50	\$3.68	\$2.95
		10a-3p	\$3.13	\$2.50	\$3.68	\$2.95
		3p-7p	\$3.13	\$2.50	\$3.68	\$2.95
		7p-12a	\$1.00	\$0.80	\$1.18	\$0.94

WEGE	Mon-F	6a-10a	\$7.50	\$6.00	\$8.82	\$7.06
		10a-3p	\$6.25	\$5.00	\$7.35	\$5.88
		3p-7p	\$7.50	\$6.00	\$8.82	\$7.06
		7p-12a	\$3.50	\$2.80	\$4.12	\$3.29
	Sat	6a-10a	\$2.50	\$2.00	\$2.94	\$2.35
		10a-3p	\$2.50	\$2.00	\$2.94	\$2.35
		3p-7p	\$2.50	\$2.00	\$2.94	\$2.35
		7p-12a	\$2.00	\$1.60	\$2.35	\$1.88
	Sun	6a-10a	\$1.25	\$1.00	\$1.47	\$1.18
		10a-3p	\$1.25	\$1.00	\$1.47	\$1.18
		3p-7p	\$1.25	\$1.00	\$1.47	\$1.18
		7p-12a	\$1.00	\$0.80	\$1.18	\$0.94

WFGF	Mon-F	6a-10a	\$6.00	\$4.80	\$7.06	\$5.65
		10a-3p	\$8.10	\$6.48	\$9.53	\$7.62
		3p-7p	\$7.50	\$6.00	\$8.82	\$7.06
		7p-12a	\$4.00	\$3.20	\$4.71	\$3.76
	Sat	6a-10a	\$8.00	\$6.40	\$9.41	\$7.53
		10a-3p	\$7.50	\$6.00	\$8.82	\$7.06
		3p-7p	\$6.00	\$4.80	\$7.06	\$5.65
		7p-12a	\$8.00	\$6.40	\$9.41	\$7.53
	Sun	6a-10a	\$5.00	\$4.00	\$5.88	\$4.71
		10a-3p	\$8.00	\$6.40	\$9.41	\$7.53
		3p-7p	\$5.00	\$4.00	\$5.88	\$4.71
		7p-12a	\$2.00	\$1.60	\$2.35	\$1.88

WWSR	Mon-F	6a-10a	\$5.00	\$4.00	\$5.88	\$4.71
		10a-3p	\$5.00	\$4.00	\$5.88	\$4.71
		3p-7p	\$4.00	\$3.20	\$4.71	\$3.76
		7p-12a	\$3.00	\$2.40	\$3.53	\$2.82
	Sat	6a-10a	\$2.50	\$2.00	\$2.94	\$2.35
		10a-3p	\$2.50	\$2.00	\$2.94	\$2.35
		3p-7p	\$2.50	\$2.00	\$2.94	\$2.35
		7p-12a	\$2.00	\$1.60	\$2.35	\$1.88
	Sun	6a-10a	\$2.50	\$2.00	\$2.94	\$2.35
		10a-3p	\$2.50	\$2.00	\$2.94	\$2.35
		3p-7p	\$2.50	\$2.00	\$2.94	\$2.35
		7p-12a	\$2.00	\$1.60	\$2.35	\$1.88

WCIT	Mon-F	6a-10a	\$3.13	\$2.50	\$3.68	\$2.95
		10a-3p	\$3.13	\$2.50	\$3.68	\$2.95
		3p-7p	\$3.13	\$2.50	\$3.68	\$2.95
		7p-12a	\$1.25	\$1.00	\$1.47	\$1.18
	Sat	6a-10a	\$2.50	\$2.00	\$2.94	\$2.35
		10a-3p	\$2.50	\$2.00	\$2.94	\$2.35
		3p-7p	\$2.50	\$2.00	\$2.94	\$2.35
		7p-12a	\$2.00	\$1.60	\$2.35	\$1.88
	Sun	6a-10a	\$1.25	\$1.00	\$1.47	\$1.18
		10a-3p	\$1.25	\$1.00	\$1.47	\$1.18
		3p-7p	\$1.25	\$1.00	\$1.47	\$1.18
		7p-12a	\$1.00	\$0.80	\$1.18	\$0.94

Issue and Non-Candidate Rates

Time Class: Fixed, Non-Preemptable

Station Days Daypart :60 Net :30 Net :60 Gross :30 Gross

WDOH	Mon-F	6a-10a	\$28.15	\$16.89	\$33.12	\$26.49
		10a-3p	\$43.40	\$21.70	\$51.06	\$40.85
		3p-7p	\$44.40	\$22.20	\$52.24	\$41.79
		7p-12a	\$20.00	\$10.00	\$23.53	\$18.82
	Sat	6a-10a	\$46.40	\$23.20	\$54.59	\$43.67
		10a-3p	\$47.40	\$23.70	\$55.77	\$44.61
		3p-7p	\$48.40	\$24.20	\$56.94	\$45.55
		7p-12a	\$15.00	\$7.50	\$17.65	\$14.12
	Sun	6a-10a	\$50.40	\$25.20	\$59.30	\$47.44
		10a-3p	\$51.40	\$25.70	\$60.47	\$48.38
		3p-7p	\$52.40	\$26.20	\$61.65	\$49.32
		7p-12a	\$15.00	\$7.50	\$17.65	\$14.12

WEGE	Mon-F	6a-10a	\$35.00	\$24.00	\$41.18	\$32.94
		10a-3p	\$35.00	\$24.00	\$41.18	\$32.94
		3p-7p	\$35.00	\$24.00	\$41.18	\$32.94
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41
	Sat	6a-10a	\$35.00	\$22.00	\$41.18	\$32.94
		10a-3p	\$35.00	\$22.00	\$41.18	\$32.94
		3p-7p	\$35.00	\$22.00	\$41.18	\$32.94
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41
	Sun	6a-10a	\$30.00	\$24.00	\$35.30	\$28.24
		10a-3p	\$30.00	\$24.00	\$35.30	\$28.24
		3p-7p	\$30.00	\$24.00	\$35.30	\$28.24
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41

WFGF	Mon-F	6a-10a	\$35.00	\$24.00	\$41.18	\$32.94
		10a-3p	\$35.00	\$24.00	\$41.18	\$32.94
		3p-7p	\$35.00	\$24.00	\$41.18	\$32.94
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41
	Sat	6a-10a	\$35.00	\$22.00	\$41.18	\$32.94
		10a-3p	\$35.00	\$22.00	\$41.18	\$32.94
		3p-7p	\$35.00	\$22.00	\$41.18	\$32.94
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41
	Sun	6a-10a	\$30.00	\$24.00	\$35.30	\$28.24
		10a-3p	\$30.00	\$24.00	\$35.30	\$28.24
		3p-7p	\$30.00	\$24.00	\$35.30	\$28.24
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41

WWSR	Mon-F	6a-10a	\$35.00	\$24.00	\$41.18	\$32.94
		10a-3p	\$35.00	\$24.00	\$41.18	\$32.94
		3p-7p	\$35.00	\$24.00	\$41.18	\$32.94
		7p-12a	\$15.00	\$12.00	\$17.65	\$14.12
	Sat	6a-10a	\$35.00	\$22.00	\$41.18	\$32.94
		10a-3p	\$35.00	\$22.00	\$41.18	\$32.94
		3p-7p	\$35.00	\$22.00	\$41.18	\$32.94
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41
	Sun	6a-10a	\$30.00	\$24.00	\$35.30	\$28.24
		10a-3p	\$30.00	\$24.00	\$35.30	\$28.24
		3p-7p	\$30.00	\$24.00	\$35.30	\$28.24
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41

WCIT	Mon-F	6a-10a	\$18.00	\$14.00	\$21.18	\$16.94
		10a-3p	\$18.00	\$14.00	\$21.18	\$16.94
		3p-7p	\$18.00	\$14.00	\$21.18	\$16.94
		7p-12a	\$9.00	\$7.20	\$10.59	\$8.47
	Sat	6a-10a	\$18.00	\$14.40	\$21.18	\$16.94
		10a-3p	\$18.00	\$14.40	\$21.18	\$16.94
		3p-7p	\$18.00	\$14.40	\$21.18	\$16.94
		7p-12a	\$9.00	\$7.20	\$10.59	\$8.47
	Sun	6a-10a	\$18.00	\$14.40	\$21.18	\$16.94
		10a-3p	\$18.00	\$14.40	\$21.18	\$16.94
		3p-7p	\$18.00	\$14.40	\$21.18	\$16.94
		7p-12a	\$9.00	\$7.20	\$10.59	\$8.47