





## General Election Political Rate 9.5 - 11.2.2021


**Pre-emptible LUR Rates**  
**Sunrise Broadcasting**  
 25 N Kerr Ave Wilmington, NC 28405  
**910-791-3088**


All Rates Gross :60's


All Rates Gross :30's


WKXB Jammin' 99.9 Jammin' Oldies  Reach 49,018 Voters	Daypart	LUR Rates			LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	6	6	6	4	4	4
	6am - 10am	21	9	9	15	8	5
	10am - 3pm	19	14	14	17.85	14	6
	3pm - 7pm	20	14	14	18.7	10	8
	7pm - 12mid	6	2	2	6	4	4

WAZO Z107.5 Contemporary Hit Radio  Reach 67,485 Voters	Daypart	LUR Rates			LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	7	7	7	6	6	6
	6am - 10am	40	16	16	34	13	8
	10am - 3pm	35	31	31	28	27	13
	3pm - 7pm	38	22	22	30	14	10
	7pm - 12mid	6	5	5	6	8	6

WILT Sunny 103.7 Adult Contemporary  Reach 46,083 Voters	Daypart	LUR Rates			LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	6	6	6	4	4	4
	6am - 10am	21	9	9	20	6	4
	10am - 3pm	19	19	14	18	16	8
	3pm - 7pm	19	14	14	20	9	6
	7pm - 12mid	3	8	7	6	5	5

WRMR Modern Rock 98.7 New Rock Alternative  Reach 25,622 Voters	Daypart	LUR Rates*			LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	5	5	5	3	3	3
	6am - 10am	18	10	8	13	5	5
	10am - 3pm	18	18	11	14	13	13
	3pm - 7pm	18	15	9	14	8	8
	7pm - 12mid	3	10	8	3	3	3

WMFD 101.7FM AM630 Sports (ESPN)  Reach 11,202 mostly male Voters	Daypart	LUR Rates*			LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	2	2	2	1	1	1
	6am - 10am	16	9	8	10	5	5
	10am - 3pm	14	9	8	9	5	5
	3pm - 7pm	14	9	8	10	5	5
	7pm - 12mid	5	5	4	5	3	5

WKXB HD2 and 95.9FM W240AS Soft AC  station launched May 30, 2018	Daypart	LUR Rates*			LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	3	3	3	2	2	2
	6am - 10am	5	5	5	2	2	2
	10am - 3pm	5	5	5	2	2	2
	3pm - 7pm	5	5	5	2	2	2
	7pm - 12mid	5	5	5	3	2	2

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