







# SUNRISE BROADCASTING

## 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		
Station / Logo	Daypart	LUR Rates			LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
<b>WKXB Jammin' 99.9</b> Jammin Oldies  Reach 49,018 Voters	5am - 6am	6	6	6	4	4	4
	6am - 10am	21	9	9	15	8	5
	10am - 3pm	19	14	14	17.85	12	6
	3pm - 7pm	20	14	14	18.7	10	8
	7pm - 12mid	6	2	2	5	4	4
<b>WAZO Z1075</b> Contemporary Hit Radio  Reach 67,485 Voters	5am - 6am	7	7	7	6	6	6
	6am - 10am	40	16	16	32	8	7
	10am - 3pm	35	31	31	28	24	12
	3pm - 7pm	38	22	22	30	14	9
	7pm - 12mid	6	5	5	6	8	6
<b>WILT Sunny 103.7</b> Adult Contemporary  Reach 46,083 Voters	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
<b>WRMR Modern Rock 98.7</b> New Rock Alternative  Reach 25,622 Voters	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
<b>WMFD 101.7FM AM630</b> Sports (ESPN)  Reach 11,202 mostly male Voters	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
<b>WKXB HD2 and 95.9FM W240AS</b> Soft AC  station launched May 30, 2018	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