



Alexis Kimball [Redacted]

WBOB, WMUV, WSOS, W300CU

Alexis Kimball [Redacted]
To: [Redacted]

Fri, Feb 14, 2020 at 12:24 PM

Hi Roger,

I wanted to follow up with our in-window rates. *Also, are you placing for Mike Bloomberg through Gen Media?* I have heard him on local country stations... We have a booming country station (WSOS) and an urban Gospel station that might be of interest (W300CU/WKSL HD3 Praise 107.9). Plus, WBOB which you are familiar with and WMUV.

I've attached everything here. I am also going to open an old email and place the rates in the links that you sent. I am sending here as well because I only have links for WBOB, WMUV and WSOS. If I need to submit through your system for W300CU/WKSL-- can you send me an appropriate link?

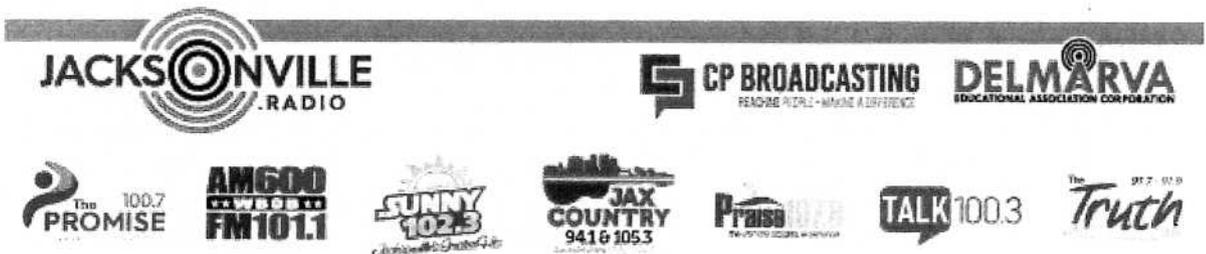
Thank you!!

Alexis

--

Alexis Kimball
General Sales Manager & Marketing Director

Direct Office: [Redacted]
Direct Fax: [Redacted]
Main Line: 904-74-RADIO (904.747.2346)



7235 Bonneval Road, Jacksonville, FL 32256

Pay **The Promise, WBOB and Jax Country** program/advertisement invoice online at: payment.cpbroadcasting.com
Pay **Praise 1079, The Truth, Talk 100.3 and Sunny 102.3** program/advertisement invoices online at: payment.delmarvaedu.com
Pay **Salem Centre Lease / Event Rental** invoices online at: payment.thesalemcentre.com

3 attachments

- Jacksonville.Radio_2020 Political Rates_IN WINDOW.pdf**
409K
- Jacksonville.Radio_2020 Political Rates_OUT OF WINDOW.pdf**
346K
- Jacksonville.Radio_2020 Political Rates_ISSUE.pdf**
345K



Alexis Kimball [Redacted]

WBOB, WMUV, WSOS, W300CU

Roger Rafson [Redacted]
To: [Redacted]

Fri, Feb 14, 2020 at 1:56 PM

Thanks, Alexis. Are these rates net or gross?

I sent your question to the seller who handles Bloomberg.

Roger

Roger Rafson

SVP Political/Issue Advocacy & Strategic Alliances

genmediapartners.com

McGavren Guild Media | Local Focus Radio | Regional Reps | Tacher Radio Reps | HRN Media Network

campaignrates.com the Political Resources website

For help with orders, traffic, etc contact Joyce Vordenbaum [Redacted]

Some good legal advice regarding political advertising.

Just a reminder...are your stations public files online yet? They need to be.

"...Radio commands nearly 12 hours of our weekly media diets." Nielsen 12/18/19

Boomers: An Active Group That Advertisers Can't Afford To Ignore. AM/FM Delivers By The Masses 10/28/19

AM/FM Radio adds 15% incremental reach to paid TV despite being only 5% of the total TV budget

Audio Today 2018 – A Focus on Black and Hispanic Audiences. Nielsen

"All politics is local" Tip O'Neill

[Redacted]
1439 Denniston St. Pittsburgh, PA 15217

[Redacted]



INNOVATIVE. EVOLVED. EXPANDED.

McGavren Guild Media | Local Focus Radio | Regional Reps | Tacher Radio Reps | GMPT Media
Sun Broadcast Group | HRN Media Networks | NextGen News | MG Media | MG OOH



[Quoted text hidden]

3 attachments

Jacksonville.Radio_2020 Political Rates_IN WINDOW.pdf
409K

Jacksonville.Radio_2020 Political Rates_OUT OF WINDOW.pdf
346K

2/20/2020

Delmarva Educational Association Mail - WBOB, WMUV, WSOS, W300CU

 **Jacksonville.Radio_2020 Political Rates_ISSUE.pdf**
345K



2020 Political Rates –

WBOB AM 600 & FM 101.1

OUT OF WINDOW RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$50	\$38	\$25	\$19	\$10	\$8
10A-3P	\$45	\$34	\$25	\$19	\$20	\$15
3P-7P	\$50	\$38	\$25	\$19	\$20	\$15
7P-12M	\$15	\$11	\$12	\$9	\$7	\$5
6A-7P	\$46	\$35	\$22	\$17	\$15	\$11
6A-12M	N/A	N/A	N/A	NA/	N/A	N/A

WMUV 100.7 The Promise

OUT OF WINDOW RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$60	\$45	\$30	\$23	\$20	\$15
10A-3P	\$55	\$40	\$45	\$34	\$30	\$23
3P-7P	\$60	\$45	\$45	\$34	\$30	\$23
7P-12M	\$20	\$15	\$15	\$11	\$10	\$8
6A-7P	\$56	\$42	\$37	\$28	\$28	\$19
6A-12M	N/A	N/A	N/A	NA/	N/A	N/A

W300CU/WKSL-HD 3 Praise 107.9

OUT OF WINDOW RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$50	\$38	\$25	\$19	\$10	\$8
10A-3P	\$45	\$34	\$30	\$23	\$20	\$15
3P-7P	\$50	\$38	\$30	\$23	\$20	\$15
7P-12M	\$15	\$11	\$15	\$11	\$7	\$5
6A-7P	\$46	\$35	\$26	\$20	\$15	\$11
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

WSOS Jacksonville's Real Country 94.1

OUT OF WINDOW RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$50	\$38	\$25	\$19	\$10	\$8
10A-3P	\$45	\$34	\$25	\$19	\$20	\$15
3P-7P	\$50	\$38	\$25	\$19	\$20	\$15
7P-12M	\$15	\$11	\$12	\$9	\$7	\$5
6A-7P	\$46	\$35	\$22	\$17	\$15	\$11
6A-12M	N/A	N/A	N/A	NA/	N/A	N/A

W272AG Sunny 102.3

OUT OF WINDOW RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$30	\$23	\$12	\$9	\$10	\$8
10A-3P	\$25	\$19	\$20	\$16	\$20	\$15
3P-7P	\$30	\$19	\$25	\$19	\$20	\$15
7P-12M	\$10	\$8	\$10	\$8	\$7	\$5
6A-7P	\$26	\$20	\$17	\$13	\$15	\$11
6A-12M	N/A	N/A	N/A	NA/	N/A	N/A

W26AG Talk 100.3

OUT OF WINDOW RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$20	\$16	\$10	\$8	\$8	\$6
10A-3P	\$20	\$16	\$15	\$11	\$10	\$8
3P-7P	\$20	\$16	\$15	\$11	\$10	\$8
7P-12M	\$10	\$8	\$7	\$5	\$5	\$4
6A-7P	\$18	\$14	\$11	\$8	\$9	\$7
6A-12M	N/A	N/A	N/A	NA/	N/A	N/A



2020 Political Rates –

WBOB AM 600 & FM 101.1

ISSUE RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$60	\$48	\$35	\$29	\$20	\$18
10A-3P	\$55	\$44	\$35	\$29	\$30	\$25
3P-7P	\$60	\$48	\$35	\$29	\$30	\$25
7P-12M	\$25	\$21	\$22	\$19	\$17	\$15
6A-7P	\$56	\$45	\$32	\$27	\$25	\$21
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

WMUV 100.7 The Promise

ISSUE RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$75	\$60	\$45	\$38	\$35	\$30
10A-3P	\$70	\$55	\$60	\$49	\$45	\$38
3P-7P	\$75	\$60	\$60	\$49	\$45	\$38
7P-12M	\$35	\$30	\$30	\$26	\$25	\$23
6A-7P	\$71	\$57	\$40	\$34	\$40	\$34
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

W300CU/WKSL-HD 3 Praise 107.9

ISSUE RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$60	\$48	\$35	\$29	\$20	\$18
10A-3P	\$55	\$44	\$40	\$33	\$30	\$25
3P-7P	\$60	\$48	\$40	\$33	\$30	\$25
7P-12M	\$25	\$21	\$25	\$21	\$17	\$15
6A-7P	\$56	\$45	\$36	\$30	\$25	\$21
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

WSOS Jacksonville's Real Country 94.1

ISSUE RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$60	\$48	\$35	\$29	\$20	\$18
10A-3P	\$55	\$44	\$35	\$29	\$30	\$25
3P-7P	\$60	\$48	\$35	\$29	\$30	\$25
7P-12M	\$25	\$21	\$22	\$19	\$17	\$15
6A-7P	\$56	\$45	\$32	\$27	\$25	\$21
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

W272AG Sunny 102.3

ISSUE RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$40	\$33	\$22	\$19	\$20	\$18
10A-3P	\$35	\$29	\$30	\$26	\$30	\$25
3P-7P	\$40	\$33	\$35	\$29	\$30	\$25
7P-12M	\$20	\$18	\$20	\$18	\$17	\$15
6A-7P	\$36	\$30	\$27	\$23	\$25	\$21
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

W26AG Talk 100.3

ISSUE RATES

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$30	\$26	\$20	\$18	\$18	\$16
10A-3P	\$30	\$26	\$25	\$21	\$20	\$18
3P-7P	\$30	\$26	\$25	\$21	\$20	\$18
7P-12M	\$20	\$18	\$17	\$15	\$15	\$14
6A-7P	\$28	\$24	\$21	\$18	\$19	\$17
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A



2020 Political Rates: LUR / In Window

WBOB AM 600 & FM 101.1

LUR NON Pre-Emptible

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$50	\$38	\$25	\$19	\$10	\$8
10A-3P	\$45	\$34	\$25	\$19	\$20	\$15
3P-7P	\$50	\$38	\$25	\$19	\$20	\$15
7P-12M	\$15	\$11	\$12	\$9	\$7	\$5
6A-7P	\$46	\$35	\$22	\$17	\$15	\$11
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

LUR Pre-Emptible

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$15	12	\$16	12	\$10	\$18
10A-3P	\$30	\$9	\$25	\$9	\$20	\$25
3P-7P	\$11	\$9	\$11	\$9	\$11	\$25
7P-12M	\$15	\$11	\$15	\$11	\$7	\$15
6A-7P	\$6	\$4	\$6	\$4	\$6	\$21
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

WMUV 100.7 The Promise

LUR NON Pre-Emptible

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$60	\$45	\$30	\$23	\$20	\$15
10A-3P	\$55	\$40	\$45	\$34	\$30	\$23
3P-7P	\$60	\$45	\$45	\$34	\$30	\$23
7P-12M	\$20	\$15	\$15	\$11	\$10	\$8
6A-7P	\$56	\$42	\$37	\$28	\$28	\$19
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

LUR Pre-Emptible

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$8	\$6	\$8	\$6	\$8	\$6
10A-3P	\$15	\$11	\$15	\$11	\$15	\$11
3P-7P	\$6	\$4	\$6	\$4	\$6	\$4
7P-12M	\$6	\$4	\$6	\$4	\$6	\$4
6A-7P	\$6	\$4	\$6	\$4	\$6	\$4
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

W300CU/WKSL-HD 3 Praise 107.9**LUR NON Pre-Emptible**

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$50	\$38	\$25	\$19	\$10	\$8
10A-3P	\$45	\$34	\$30	\$23	\$20	\$15
3P-7P	\$50	\$38	\$30	\$23	\$20	\$15
7P-12M	\$15	\$11	\$15	\$11	\$7	\$5
6A-7P	\$46	\$35	\$26	\$20	\$15	\$11
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

LUR Pre-Emptible

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$6	\$6	\$6	\$6	\$6	\$6
10A-3P	\$30	\$11	\$30	\$11	\$20	\$11
3P-7P	\$11	\$10	\$11	\$10	\$11	\$10
7P-12M	\$15	\$11	\$15	\$11	\$7	\$5
6A-7P	\$10	\$6	\$10	\$6	\$10	\$6
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

WSOS Jacksonville's Real Country 94.1**LUR NON Pre-Emptible**

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$50	\$38	\$25	\$19	\$10	\$8
10A-3P	\$45	\$34	\$25	\$19	\$20	\$15
3P-7P	\$50	\$38	\$25	\$19	\$20	\$15
7P-12M	\$15	\$11	\$12	\$9	\$7	\$5
6A-7P	\$46	\$35	\$22	\$17	\$15	\$11
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

LUR Pre-Emptible

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$12	\$3	\$12	\$3	\$5	\$3
10A-3P	\$12	\$10	\$12	\$10	\$5	\$3
3P-7P	\$12	\$3	\$12	\$3	\$5	\$3
7P-12M	\$5	\$3	\$5	\$3	\$5	\$3
6A-7P	\$11	\$3	\$10	\$3	\$10	\$3
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

W272AG Sunny 102.3**LUR NON Pre-Emptible**

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$30	\$23	\$12	\$9	\$10	\$8
10A-3P	\$25	\$19	\$20	\$16	\$20	\$15
3P-7P	\$30	\$19	\$25	\$19	\$20	\$15
7P-12M	\$10	\$8	\$10	\$8	\$7	\$5
6A-7P	\$26	\$20	\$17	\$13	\$15	\$11
6A-12M	N/A	N/A	N/A	NA/	N/A	N/A

LUR Pre-Emptible

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$10	\$8	\$5	\$3	\$5	\$3
10A-3P	\$10	\$8	\$10	\$8	\$5	\$3
3P-7P	\$10	\$8	\$10	\$8	\$5	\$3
7P-12M	\$5	\$3	\$5	\$3	\$5	\$3
6A-7P	\$10	\$3	\$10	\$3	\$5	\$3
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A

W26AG Talk 100.3**LUR NON Pre-Emptible**

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$20	\$16	\$10	\$8	\$8	\$6
10A-3P	\$20	\$16	\$15	\$11	\$10	\$8
3P-7P	\$20	\$16	\$15	\$11	\$10	\$8
7P-12M	\$10	\$8	\$7	\$5	\$5	\$4
6A-7P	\$18	\$14	\$11	\$8	\$9	\$7
6A-12M	N/A	N/A	N/A	NA/	N/A	N/A

LUR Pre-Emptible

DAYPART	MF (:60)	MF (:30)	SAT (:60)	SAT (:30)	SUN (:60)	SUN (:30)
6A-10A	\$10	\$8	\$5	\$3	\$5	\$3
10A-3P	\$10	\$20	\$10	\$8	\$10	\$8
3P-7P	\$10	\$20	\$10	\$8	\$10	\$8
7P-12M	\$5	\$10	\$5	\$3	\$5	\$3
6A-7P	\$3	\$3	\$3	\$3	\$3	\$3
6A-12M	N/A	N/A	N/A	N/A	N/A	N/A