




SUNRISE BROADCASTING


Primary Election Political Rates Jan 21 - Mar.5 2024


Pre-emptible LUR Rates
Sunrise Broadcasting
25 N Kerr Ave Wilmington, NC 28405
☎910-632-2114


WKXB Jammin' 99.9 Jammin Oldies  The Greatest Hits of All Time! Reach 49,018 Voters	Daypart	All Rates Gross :60's LUR Rates			All Rates Gross :30's LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	7	7	7	4	4	4
	6am - 10am	26	14	12	20	9	9
	10am - 3pm	24	20	14	18	14	6
	3pm - 7pm	24	18	13	19	16	11
	7pm - 12mid	12	12	10	6	6	6

WAZO Z1075 Contemporary Hit Radio  Reach 67,485 Voters	Daypart	All Rates Gross :60's LUR Rates			All Rates Gross :30's LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	13	13	13	9	9	9
	6am - 10am	44	18	16	35	15	15
	10am - 3pm	42	36	18	30	16	16
	3pm - 7pm	42	24	14	30	17	14
	7pm - 12mid	12	12	12	10	10	10

WILT Sunny 103.7 Adult Contemporary  Always Always Always Wonderful! Reach 46,083 Voters	Daypart	All Rates Gross :60's LUR Rates			All Rates Gross :30's LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	9	9	9	7	7	7
	6am - 10am	28	13	11	20	9	9
	10am - 3pm	25	21	13	18	14	11
	3pm - 7pm	26	19	12	19	17	10
	7pm - 12mid	11	11	9	6	6	6

WRMR Modern Rock 98.7 New Rock Alternative  Reach 25,622 Voters	Daypart	All Rates Gross :60's LUR Rates*			All Rates Gross :30's LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	8	6	6	5	5	5
	6am - 10am	21	11	10	16	9	8
	10am - 3pm	20	18	12	15	10	10
	3pm - 7pm	20	15	11	15	12	9
	7pm - 12mid	10	10	9	4	4	4

WMFD 101.7FM AM630 Sports (ESPN)  Reach 11,202 mostly male Voters	Daypart	All Rates Gross :60's LUR Rates*			All Rates Gross :30's LUR Rates		
		Mon-Fri	Sa	Su	Mon-Fri	Sa	Su
	5am - 6am	5	5	5	4	4	4
	6am - 10am	14	7	7	11	6	6
	10am - 3pm	10	7	7	10	6	6
	3pm - 7pm	13	7	7	10	6	6
	7pm - 12mid	6	6	6	5	5	5

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

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