

Market:	Savannah, GA
Station:	WJLG-AM



Daypart			30 Second Spots		60 Second Spots	
Code	Name	Days/Times	Lowest Unit Rate	Non Preemptible	Lowest Unit Rate	Non Preemptible
AMD	AM Drive	Mo-Fr 6:00A-10:00A	1.00	3.00	1.00	3.00
MID	Midday	Mo-Fr 10:00A-3:00P	1.00	3.00	1.00	3.00
PMD	PM Drive	Mo-Fr 3:00P-7:00P	1.00	3.00	1.00	3.00
EVE	Evening	Mo-Fr 7:00P-12:00A	1.00	3.00	1.00	3.00
PRT	Prime ROS	Mo-Fr 6:00A-7:00P	1.00	3.00	1.00	3.00
BRT	Broad ROS	Sa-Sa 6:00A-7:00P	1.00	3.00	1.00	3.00
SAA	Sat AM	Sa-Sa 6:00A-10:00A	1.00	3.00	1.00	3.00
SAM	Sat Midday	Sa-Sa 10:00A-3:00P	1.00	3.00	1.00	3.00
SAP	Sat PM	Sa-Sa 3:00P-7:00P	1.00	3.00	1.00	3.00
SAT	Sat Eve	Sa-Sa 7:00P-12:00A	1.00	3.00	1.00	3.00
BRTSu	Broad ROS	Su-Su 6:00A-7:00P	1.00	3.00	1.00	3.00
SUA	Sun AM	Su-Su 6:00A-10:00A	1.00	3.00	1.00	3.00
SUM	Sun Midday	Su-Su 10:00A-3:00P	1.00	3.00	1.00	3.00
SUP	Sun PM	Su-Su 3:00P-7:00P	1.00	3.00	1.00	3.00
SUE	Sun Eve	Su-Su 7:00P-12:00A	1.00	3.00	1.00	3.00

Rate Report

Cumulus-Savannah - WJLG-AM

for 3/4/2014 - 4/4/2014

Minimum Rate For Spot Lengths 30 to 30, Priorities 1 to 6, Excluding Trade

For Days of the Week: MoTuWeThFr

Daypart	Order	Advertiser	Spot Length	Rate
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Rate Report

Cumulus-Savannah - WJLG-AM

for 3/4/2014 - 4/4/2014

Minimum Rate For Spot Lengths 60 to 60, Priorities 1 to 6, Excluding Trade

For Days of the Week: MoTuWeThFr

Daypart	Order	Advertiser	Spot Length	Rate
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Rate Report

for 3/4/2014 - 4/4/2014

Cumulus-Savannah - WJLG-AM

Minimum Rate For Spot Lengths 30 to 30, Priorities 1 to 6, Excluding Trade

For Days of the Week: SaSu

Daypart	Order	Advertiser	Spot Length	Rate
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Rate Report

for 3/4/2014 - 4/4/2014

Cumulus-Savannah - WJLG-AM

Minimum Rate For Spot Lengths 60 to 60, Priorities 1 to 6, Excluding Trade

For Days of the Week: SaSu

Daypart	Order	Advertiser	Spot Length	Rate
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Chris Miller

From: Teena Celler
Sent: Wednesday, January 22, 2014 11:41 AM
To: Chris Miller
Subject: RE: help - needed in the AM first thing.... SAVANNAH - candidate rate cards - Purdue for Senate

Importance: High

Chris,
FYO - Dave is no longer in the Atlanta office. He is up in New York. The 2 national sales directors in the Atlanta office are Ed Kennedy and Mark Mayfield. (Mark took Dave's place back in September)
The new political/issue rates were a corporate mandate that was given to us by Brad Payne (Corporate Revenue Strategy Manager) and we worked with Ken Davidman (Katz) in getting all of the Cumulus O&O stations entered into the Katz system. If you have any questions or problems with this, please contact either Brad or Ken.

Teena Celler

Network/National Sales Coordinator

Cumulus Media

3280 Peachtree Road NW

Suite 2300

Atlanta, GA 30305

☎ 404.260.6730 | ✉ Teena.Celler@Cumulus.com

From: Chris Miller
Sent: Wednesday, January 22, 2014 10:52 AM
To: Dave Morganlander
Cc: Teena Celler
Subject: RE: help - needed in the AM first thing.... SAVANNAH - candidate rate cards - Purdue for Senate

Dave, I'm updating LUR's and noticed the last person to update rates was Teena Celler. I was wondering why I didn't recognize some of the Issue and Non-Preemptable rates. Teena, did you get them using the Rate Report in Stratus? In our comments we have rules that we set in place the first time we uploaded the rate cards, it reads as follows:

LUR FOR 30'S AND 60'S ARE EQUAL; ISSUE/PREVAILING RATE FOR 30'S AND 60'S ARE EQUAL.
1 ROS SPOT CAN BE BOUGHT FOR EVERY 5 DAYPARTED SPOTS.
NO MORE THAN 3 SPOTS IN THE SAME DAYPART PER DAY.

I realize these rules may be of no consequence whatsoever on a national scale, but we had always matched our :30 rates to our :60 rates (in the case of LUR's we would take the lowest rate of the two just to be safe). Should we just remove that now? And to be honest I'm not sure if I should touch the Issue or Non-Preemptable rates now considering they are different from what we originally uploaded.

Thanks,

Chris Miller 

Cumulus Media of Savannah

214 Television Circle

Savannah, GA 31406

Phone: (912) 629-2000

Market: Savannah, GA

Station: WJLG-AM

Saved By: tceller

Date Saved: 11/22/2013

Daypart			30 Second Spots			60 Second Spots		
Code	Name	Days/Times	Lowest Unit Rate	Non Preemptible	Issue/Prevailing Rate	Lowest Unit Rate	Non Preemptible	Issue/Prevailing Rate
AMD	AM Drive	Mo-Fr 6:00A-10:00A	1.00	3.00	23.00	1.00	3.00	30.00
MID	Midday	Mo-Fr 10:00A-3:00P	1.00	3.00	11.00	1.00	3.00	15.00
PMD	PM Drive	Mo-Fr 3:00P-7:00P	1.00	3.00	23.00	1.00	3.00	30.00
EVE	Evening	Mo-Fr 7:00P-12:00A	1.00	3.00	8.00	1.00	3.00	10.00
PRT	Prime ROS	Mo-Fr 6:00A-7:00P	1.00	3.00	19.00	1.00	3.00	25.00
BRT	Broad ROS	Sa-Sa 6:00A-7:00P	1.00	3.00	6.00	1.00	3.00	8.00
SAA	Sat AM	Sa-Sa 6:00A-10:00A	1.00	3.00	8.00	1.00	3.00	10.00
SAM	Sat Midday	Sa-Sa 10:00A-3:00P	1.00	3.00	8.00	1.00	3.00	10.00
SAP	Sat PM	Sa-Sa 3:00P-7:00P	1.00	3.00	8.00	1.00	3.00	11.00
SAT	Sat Eve	Sa-Sa 7:00P-12:00A	1.00	3.00	8.00	1.00	3.00	10.00
BRTSu	Broad ROS	Su-Su 6:00A-7:00P	1.00	3.00	8.00	1.00	3.00	11.00
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SUM	Sun Midday	Su-Su 10:00A-3:00P	1.00	3.00	8.00	1.00	3.00	10.00
SUP	Sun PM	Su-Su 3:00P-7:00P	1.00	3.00	8.00	1.00	3.00	10.00
SUE	Sun Eve	Su-Su 7:00P-12:00A	1.00	3.00	8.00	1.00	3.00	10.00

Rate Report			
Cumulus-Savannah - WJLG-AM			
Minimum Rate For Spot Lengths 30 to 60, Priorities 1 to 6, Excluding Trade			
For Days of the Week: MoTuWeThFr			
Daypart	Order	Advertiser	Spot Length
Rate			

for 1/6/2014 - 1/6/2014

Daypart	Order	Advertiser	Spot Length	Rate
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Rate Report
Cumulus-Savannah - WJLG-AM
Minimum Rate For Spot Lengths 30 to 60, Priorities 1 to 6, Excluding Trade
For Days of the Week: SaSu
for 1/6/2014 - 1/6/2014

Radio Stations:
Cumulus SAVANNAH
WBMQ/WEAS/WIXV/WJCL/WJLG/WTYB/WZAT

Date: **October 27, 2014**

POLITICAL DISCLOSURE STATEMENT
(Addendum)

The following sets forth and addendum to the policies and practices of Cumulus SAVANNAH (the "Station") regarding deadlines for orders the week prior to the General Election for the sale of time to candidates for public office. The Station reserves the right to revise these policies to the extent necessary to meet requirements of the Federal Communications Commission ("FCC") and the Federal Election Commission ("FEC"). All Federal candidates must comply with the requirements of the Bipartisan Campaign Reform Act of 2002. Candidates and their representatives are encouraged to contact the Station if further information is needed on any of the subjects discussed below.

The following is the revision to the policy for the week prior to the Election.

f. Deadlines for all commercial material, time orders and contract changes are as follows:

<u>For Spots Airing On</u>	<u>Deadline</u>
Wednesday	Orders must be in by 4P Tuesday
Thursday	Orders must be in by 4P Wednesday
Friday	Orders must be in by 5P Thursday
Saturday-Sunday	Orders must be in by 5P Friday

Copy changes for the Saturday, Sunday and Monday immediately preceding election day will be accepted up to **Friday at 5P**
