

Rate Card for: Norfolk VA

Air Dates: 1/18/2020 - 3/3/2020
Type of Political: Issue
Rate Class: Non-Preemptible
Type of Rate: Gross
Updated: 1/30/2020
Created By: Carol Bryant



Station	Spot Length	M-F AMD 6a-10a	M-F Midday 10a-3p	M-F PMD 3p-7p	M-F Evening 7p-12m	Sat AMD 6a-10a	Sat Midday 10a-3p	Sat PMD 3p-7p	Sat Evening 7p-12m	Sun AMD 6a-10a	Sun Midday 10a-3p	Sun PMD 3p-7p	Sun Evening 7p-12m	Format
WVKL-FM	60	\$219	\$192	\$248	\$58	\$50	\$69	\$68	\$31	\$50	\$64	\$64	\$31	Urban Contemporary
	30	\$176	\$154	\$196	\$46	\$40	\$56	\$54	\$25	\$40	\$51	\$51	\$25	
WWDE-FM	60	\$100	\$95	\$100	\$40	\$40	\$60	\$50	\$20	\$35	\$50	\$45	\$20	Adult Contemporary
	30	\$85	\$80	\$85	\$30	\$35	\$40	\$35	\$17	\$30	\$40	\$35	\$17	
WPTE-FM	60	\$62	\$62	\$71	\$26	\$24	\$45	\$40	\$10	\$25	\$35	\$30	\$20	Modern AC
	30	\$53	\$53	\$60	\$22	\$21	\$35	\$30	\$9	\$22	\$26	\$22	\$15	
WNVZ-FM	60	\$80	\$72	\$80	\$32	\$35	\$43	\$43	\$32	\$35	\$43	\$43	\$27	Contemporary Hit Radio
	30	\$64	\$57	\$64	\$26	\$30	\$35	\$34	\$26	\$30	\$34	\$34	\$21	

Gross pricing - Direct advertisers may discount 15%.

Other rate cards available upon request.

Rate Card for: Norfolk VA

Air Dates: 1/18/2020 - 3/3/2020
Type of Political: Candidate
Rate Class: Preemptible
Type of Rate: Gross
Updated: 1/30/2020
Created By: Carol Bryant



Station	Spot Length	M-F AMD 6a-10a	M-F Midday 10a-3p	M-F PMD 3p-7p	M-F Evening 7p-12m	Sat AMD 6a-10a	Sat Midday 10a-3p	Sat PMD 3p-7p	Sat Evening 7p-12m	Sun AMD 6a-10a	Sun Midday 10a-3p	Sun PMD 3p-7p	Sun Evening 7p-12m	Format
WVKL-FM	60	\$75	\$55	\$75	\$15	\$49	\$50	\$50	\$40	\$45	\$45	\$35	\$25	Urban Contemporary
	30	\$60	\$45	\$60	\$10	\$30	\$20	\$20	\$22	\$36	\$10	\$10	\$20	
WWDE-FM	60	\$60	\$50	\$57	\$32	\$31	\$41	\$31	\$15	\$31	\$41	\$31	\$14	Adult Contemporary
	30	\$37	\$36	\$41	\$27	\$26	\$35	\$26	\$13	\$26	\$35	\$26	\$11	
WPTE-FM	60	\$42	\$40	\$40	\$14	\$15	\$35	\$5	\$6	\$15	\$10	\$15	\$8	Modern AC
	30	\$36	\$30	\$25	\$15	\$13	\$25	\$5	\$5	\$13	\$5	\$13	\$7	
WNVZ-FM	60	\$40	\$35	\$65	\$15	\$20	\$30	\$30	\$22	\$20	\$30	\$30	\$17	Contemporary Hit Radio
	30	\$14	\$44	\$32	\$16	\$16	\$24	\$24	\$18	\$16	\$24	\$10	\$13	

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Station	Spot Length	M-F AMD 6a-10a	M-F Midday 10a-3p	M-F PMD 3p-7p	M-F Evening 7p-12m	Sat AMD 6a-10a	Sat Midday 10a-3p	Sat PMD 3p-7p	Sat Evening 7p-12m	Sun AMD 6a-10a	Sun Midday 10a-3p	Sun PMD 3p-7p	Sun Evening 7p-12m	Format
WVKL-FM	60	\$126	\$117	\$134	\$26	\$49	\$50	\$50	\$40	\$45	\$45	\$35	\$25	Urban Contemporary
	30	\$107	\$99	\$114	\$29	\$38	\$36	\$35	\$22	\$36	\$35	\$35	\$20	
WWDE-FM	60	\$71	\$77	\$77	\$35	\$31	\$41	\$31	\$15	\$31	\$41	\$31	\$14	Adult Contemporary
	30	\$60	\$65	\$66	\$27	\$26	\$35	\$26	\$13	\$26	\$35	\$26	\$11	
WPTE-FM	60	\$50	\$50	\$50	\$18	\$17	\$40	\$14	\$8	\$20	\$25	\$25	\$15	Modern AC
	30	\$40	\$40	\$40	\$17	\$15	\$30	\$25	\$7	\$14	\$12	\$14	\$12	
WNVZ-FM	60	\$50	\$55	\$46	\$24	\$22	\$35	\$35	\$24	\$21	\$35	\$35	\$20	Contemporary Hit Radio
	30	\$39	\$50	\$36	\$19	\$16	\$24	\$24	\$18	\$16	\$24	\$24	\$13	

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