



WKSK Advertising Rates for 2018 Virginia General, Special and Primary Elections

The May Virginia General and Special Election will be held on May 1, 2018, the Virginia Primary Election will be held on June 12, 2018 and the November General and Special Elections will be held on November 6, 2018.

The political advertising rates shown below are effective January 1 – June 12, 2018 and September 1 – November 6, 2018.

WKSK 101.9	:60	:30
Mon-Sun 6a-6a	\$18	\$9
Mon-Fri 6a-12m	\$23	\$11
Mon-Fri 12a-12a	\$25	\$12
Sat-Sun 6a-6a	\$19	\$10

Rates shown are applicable for legally qualified candidates for public office making a use of the station as defined in Section 73.1941 of the rules of the Federal Communications Commission. In order to be considered a qualifying use, the candidate's voice must appear in the commercial announcement.

Payment for political advertising must be made in advance to Lakes Media LLC.