

River Radio - Political GROSS Non- Candidate/Issue Rates

February 4, 2024 - March 19, 2024



Daypart	WJPF-AM	WOOZ-FM	WUEZ-FM	WCIL-FM	WXLT-FM
Mon-Fri (6a-7p)	\$32	\$65	\$39	\$45	\$16
Mon - Fri (6a - 10a)	\$32	\$65	\$39	\$45	\$16
Mon - Fri (10a - 3p)	\$32	\$65	\$39	\$45	\$16
Mon - Fri (3p - 7p)	\$32	\$65	\$39	\$45	\$16
SAT (6a-7p)	\$25	\$65	\$39	\$45	\$11
SAT (6a - 10a)	\$25	\$44	\$34	\$28	\$11
SAT (10a-3p)	\$25	\$44	\$26	\$30	\$11
SAT (3p-7p)	\$25	\$38	\$26	\$30	\$11
SUN (6a-7p)	\$25	\$65	\$39	\$30	\$11
SUN (6a - 10a)	\$25	\$44	\$34	\$28	\$11
SUN (10a-3p)	\$25	\$44	\$26	\$30	\$11
SUN (3p-7p)	\$25	\$38	\$26	\$30	\$11

These are :30 rates. A client may choose to run a :60 at no additional upcharge.

IMPORTANT *Please note that dayparts must be bought as listed. Narrowing of dayparts will result in orders being returned for correction and could delay the start date! *

TERMS AND CONDITIONS

- * Lowest Unit Rate (LUR) only applies to candidates with their voice on the ad and must use current FCC legal disclaimer
- * A complete NAB Political Broadcast Agreement Form and a Check **MUST** accompany **ALL** Orders
- * 2 Business Days Lead Time for **ALL** orders
- * (5a-8p) Commercials will be equally distributed in dayparts to the best of the station's ability

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