

River Radio - Political GROSS Rates

February 4, 2024 - March 19, 2024



Daypart	WJPF-AM	WOOZ-FM	WUEZ-FM	WCIL-FM	WXLT-FM
Mon-Fri (6a-7p)	\$21	\$52	\$36	\$36	\$13
Mon - Fri (6a - 10a)	\$21	\$52	\$36	\$36	\$13
Mon - Fri (10a - 3p)	\$21	\$52	\$36	\$36	\$13
Mon - Fri (3p - 7p)	\$21	\$52	\$36	\$36	\$13
SAT (6a-7p)	\$14	\$31	\$24	\$24	\$9
SAT (6a - 10a)	\$14	\$32	\$22	\$22	\$9
SAT (10a-3p)	\$14	\$32	\$24	\$24	\$9
SAT (3p-7p)	\$14	\$31	\$24	\$24	\$9
SUN (6a-7p)	\$14	\$31	\$24	\$24	\$9
SUN (6a - 10a)	\$14	\$32	\$22	\$22	\$9
SUN (10a-3p)	\$14	\$32	\$24	\$24	\$9
SUN (3p-7p)	\$14	\$31	\$24	\$24	\$9

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

* MULTI-STATION STATION DISCOUNTS applies 2 stations 7%, 3 stations 10%, 4 stations 15%, 5 stations 20%
 *(WOOZ/Z100 DOES NOT QUALIFY FOR DISCOUNT)

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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