

# River Radio - Political GROSS Rates

September 9, 2022- November 8, 2022



Daypart	WJPF-AM	WOOZ-FM	WUEZ-FM	WCIL-FM	WXLT-FM
Mon-Fri (6a-7p)	\$21	\$52	\$31	\$36	\$15
Mon - Fri (6a - 10a)	\$21	\$52	\$31	\$36	\$15
Mon - Fri (10a - 3p)	\$21	\$52	\$31	\$36	\$11
Mon - Fri (3p - 7p)	\$21	\$52	\$31	\$36	\$12
SAT (6a-7p)	\$14	\$31	\$21	\$23	\$11
SAT (6a - 10a)	\$14	\$32	\$21	\$22	\$11
SAT (10a-3p)	\$14	\$32	\$21	\$24	\$11
SAT (3p-7p)	\$14	\$30	\$21	\$24	\$11
SUN (6a-7p)	\$14	\$31	\$21	\$23	\$11
SUN (6a - 10a)	\$14	\$32	\$21	\$22	\$11
SUN (10a-3p)	\$14	\$32	\$21	\$24	\$11
SUN (3p-7p)	\$14	\$30	\$21	\$24	\$11

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

1431 Country Aire Drive - Carterville, IL 62918 Phone: (618) 985-4843 / Fax: (618) 985-4843 / dawne@riverradio.net