

River Radio - Political NET Rates

September 9, 2022 - November 8, 2022



| Daypart | WJPF-AM | WOOZ-FM | WUEZ-FM | WCIL-FM | WXLT-FM |
|----------------------|---------|---------|---------|---------|---------|
| Mon-Fri (6a-7p) | \$18 | \$44 | \$27 | \$32 | \$13 |
| Mon - Fri (6a - 10a) | \$18 | \$44 | \$27 | \$32 | \$13 |
| Mon - Fri (10a - 3p) | \$18 | \$44 | \$27 | \$32 | \$9 |
| Mon - Fri (3p - 7p) | \$18 | \$44 | \$27 | \$32 | \$10 |
| | | | | | |
| SAT (6a-7p) | \$12 | \$26 | \$18 | \$21 | \$9 |
| SAT (6a - 10a) | \$12 | \$27 | \$18 | \$19 | \$9 |
| SAT (10a-3p) | \$12 | \$27 | \$18 | \$20 | \$9 |
| SAT (3p-7p) | \$12 | \$26 | \$18 | \$20 | \$9 |
| | | | | | |
| SUN (6a-7p) | \$12 | \$26 | \$18 | \$21 | \$9 |
| SUN (6a - 10a) | \$12 | \$27 | \$18 | \$19 | \$9 |
| SUN (10a-3p) | \$12 | \$27 | \$18 | \$20 | \$9 |
| SUN (3p-7p) | \$12 | \$24 | \$18 | \$20 | \$9 |
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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