## Woof Boom Radio Political Rate Card 2024 Spring Election

**Qualified Candidate Political Rates** Time Class: Fixed, Non-Preemptable Station Days Daypart :60 Net :30 Net :60 Gross :30 Gross \$6.89 \$5.51 \$8.11 \$6.48 6a-10a \$5.51 \$5.51 \$8.11 \$8.11 10a-3p \$6.89 \$6.48 \$6.89 \$6.48 3p-7p MDOH \$3.00 \$4.41 \$3.53 7p-12a \$3.75 6a-10a \$3.13 \$2.50 \$3.68 \$2.95 10a-3p \$3.13 \$2.50 \$3.68 \$2.95 3p-7p \$3.13 \$2.50 \$3.68 \$2.95 7p-12a \$1.00 \$0.80 \$1.18 \$0.94 6a-10a \$3.13 \$2.50 \$3.68 \$2.95 10a-3p \$3.13 \$2.50 \$3.68 \$2.95 \$3.13 \$2.50 \$3.68 \$2.95 3p-7p 7p-12a \$1.00 \$0.80 \$0.94 \$1.18 6a-10a \$7.00 \$5.60 \$8.24 \$6.59 \$6.25 \$5.00 \$7.35 \$5.88 10a-3p 3p-7p \$7.00 \$5.60 \$8.24 \$6.59 \$3.50 \$2.80 \$4.12 \$3.29 7p-12a **NEG** 6a-10a \$2.50 \$2.00 \$2.94 \$2.35 10a-3p \$2.50 \$2.00 \$2.94 \$2.35 3p-7p \$2.50 \$2.00 \$2.94 \$2.35 \$2.00 \$1.60 7p-12a \$2.35 \$1.88 6a-10a \$2.50 \$2.00 \$2.94 \$2.35 10a-3p \$2.50 \$2.00 \$2.94 \$2.35 3p-7p \$2.50 \$2.00 \$0.80 \$2.94 \$1.18 \$2.35 \$0.94 \$1.00 7p-12a 6a-10a \$6.88 \$5.50 \$8.09 \$6.48 10a-3p \$7.00 \$5.60 \$8.24 \$6.59 3p-7p \$6.88 \$5.50 \$8.09 \$6.48 NFGF \$3.20 7p-12a \$4.00 \$4.71 \$3.76 6a-10a \$8.00 \$6.40 \$9.41 \$7.53 10a-3p \$7.50 \$6.00 \$8.82 \$7.06 3p-7p \$6.00 \$4.80 \$7.06 \$5.65 7p-12a \$6.40 \$7.53 \$8.00 \$9.41 6a-10a \$5.00 \$4.00 \$5.88 \$4 71 \$8.00 \$6.40 \$9.41 \$7.53 10a-3p 3p-7p \$5.00 \$4.00 \$1.60 \$5.88 \$4.71 \$1.88 \$2.00 7p-12a \$2.35 6a-10a \$6.00 \$4.80 \$7.06 \$5.65 10a-3p \$6.00 \$4.80 \$7.06 \$5.65 3p-7p \$6.00 \$4.80 \$7.06 \$5.65 **NSR** \$2.40 7p-12a \$3.00 \$3.53 \$2.82 6a-10a \$2.50 \$2.00 \$2.94 \$2.35 10a-3p \$2.50 \$2.00 \$2.94 \$2.35 3p-7p \$2.50 \$2.00 \$2.94 \$2 35

	5411	3p-7p	\$2.50	\$2.00	\$2.94	\$2.35
		7p-12a	\$2.00	\$1.60	\$2.35	\$1.88
	Mon-F	6a-10a	\$3.13	\$2.50	\$3.68	\$2.95
		10a-3p	\$3.13	\$2.50	\$3.68	\$2.95
		3p-7p	\$3.13	\$2.50	\$3.68	\$2.95
E		7p-12a	\$1.25	\$1.00	\$1.47	\$1.18
	Sat	6a-10a	\$2.50	\$2.00	\$2.94	\$2.35
		10a-3p	\$2.50	\$2.00	\$2.94	\$2.35
Ň		3p-7p	\$2.50	\$2.00	\$2.94	\$2.35
		7p-12a	\$2.00	\$1.60	\$2.35	\$1.88
	Sun	6a-10a	\$1.25	\$1.00	\$1.47	\$1.18
		10a-3p	\$1.25	\$1.00	\$1.47	\$1.18
		3p-7p	\$1.25	\$1.00	\$1.47	\$1.18
		7p-12a	\$1.00	\$0.80	\$1.18	\$0.94

\$2.00

\$2.50

\$2.50

\$1.60

\$2.00

\$2.00

\$2.35

\$2.94

\$2.94

\$1.88

\$2.35

\$2.35

7p-12a

6a-10a

10a-3p

## **Issue and Non-Candidate Rates**

Issue and Non-Candidate Rates										
Time Class: Fixed, Non-Preemptable										
Station	Days	Daypart	:60 Net	:30 Net	:60 Gross	:30 Gross				
		6a-10a	\$34.45	\$20.67	\$40.53	\$32.42				
		10a-3p	\$43.40	\$21.70	\$51.06	\$40.85				
I		3p-7p 7p-12a	\$44.40 \$20.00	\$22.20 \$10.00	\$52.24 \$23.53	\$41.79 \$18.82				
$\overline{\mathbf{O}}$		6a-10a	\$46.40	\$23.20	\$54.59	\$43.67				
$\mathbf{U}$		10a-3p	\$47.40	\$23.70	\$55.77	\$44.61				
<b>NDO</b>		3p-7p	\$48.40	\$24.20	\$56.94	\$45.55				
		7p-12a 6a-10a	\$15.00 \$50.40	\$7.50 \$25.20	\$17.65 \$59.30	\$14.12 \$47.44				
		10a-10a	\$51.40	\$25.70	\$60.47	\$48.38				
		3p-7p	\$52.40	\$26.20	\$61.65	\$49.32				
		7p-12a	\$15.00	\$7.50	\$17.65	\$14.12				
		6a-10a	\$35.00	\$24.00	\$41.18	\$32.94				
		10a-3p	\$35.00	\$24.00	\$41.18	\$32.94				
		3p-7p 7p-12a	\$35.00 \$10.00	\$24.00 \$8.00	\$41.18 \$11.77	\$32.94 \$9.41				
(D		6a-10a	\$35.00	\$22.00	\$41.18	\$32.94				
		10a-3p	\$35.00	\$22.00	\$41.18	\$32.94				
		3p-7p	\$35.00	\$22.00	\$41.18	\$32.94				
2		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41				
		6a-10a 10a-3p	\$30.00 \$30.00	\$24.00 \$24.00	\$35.30 \$35.30	\$28.24 \$28.24				
		3p-7p	\$30.00	\$24.00	\$35.30	\$28.24				
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41				
		6a-10a	\$35.00	\$24.00	\$41.18	\$32.94				
		10a-3p	\$35.00	\$24.00	\$41.18	\$32.94				
		3p-7p	\$35.00	\$24.00	\$41.18	\$32.94				
		7p-12a 6a-10a	\$10.00 \$35.00	\$8.00 \$22.00	\$11.77 \$41.18	\$9.41 \$32.94				
WFG		10a-3p	\$35.00	\$22.00	\$41.18	\$32.94				
		3p-7p	\$35.00	\$22.00	\$41.18	\$32.94				
$\geq$		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41				
		6a-10a	\$30.00 \$30.00	\$24.00 \$24.00	\$35.30	\$28.24 \$28.24				
		10a-3p 3p-7p	\$30.00	\$24.00 \$24.00	\$35.30 \$35.30	\$28.24 \$28.24				
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41				
		6a-10a	\$35.00	\$24.00	\$41.18	\$32.94				
		10a-3p	\$35.00	\$24.00	\$41.18	\$32.94				
<b>C</b>		3p-7p	\$35.00	\$24.00	\$41.18	\$32.94				
		7p-12a 6a-10a	\$15.00 \$35.00	\$12.00 \$22.00	\$17.65 \$41.18	\$14.12 \$32.94				
		10a-10a	\$35.00	\$22.00	\$41.18	\$32.94				
$\leq$		3p-7p	\$35.00	\$22.00	\$41.18	\$32.94				
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41				
5		6a-10a	\$30.00	\$24.00	\$35.30	\$28.24				
		10a-3p 3p-7p	\$30.00 \$30.00	\$24.00 \$24.00	\$35.30 \$35.30	\$28.24 \$28.24				
		7p-12a	\$10.00	\$8.00	\$11.77	\$9.41				
		6a-10a	\$18.00	\$14.00	\$21.18	\$16.94				
		10a-3p	\$18.00	\$14.00	\$21.18	\$16.94				
	Mon-F	3p-7p	\$18.00	\$14.00	\$21.18	\$16.94				
		7p-12a	\$9.00	\$7.20	\$10.59	\$8.47				
		6a-10a	\$18.00	\$14.40	\$21.18	\$16.94				
		10a-3p 3p-7p	\$18.00 \$18.00	\$14.40 \$14.40	\$21.18 \$21.18	\$16.94 \$16.94				
NCI		7p-12a	\$9.00	\$7.20	\$10.59	\$8.47				
		6a-10a	\$18.00	\$14.40	\$21.18	\$16.94				
		10a-3p	\$18.00	\$14.40	\$21.18	\$16.94				
		3p-7p	\$18.00	\$14.40	\$21.18	\$16.94				
		7p-12a	\$9.00	\$7.20	\$10.59	\$8.47				