

Rate Card for: Richmond VA

Air Dates: 2/1/2018 - 12/31/2018
Type of Political: Candidate
Rate Class: Non-Preemptible
Type of Rate: Gross
Updated: 2/1/2018
Created By: Denny O'Shea



Station	Spot Length	M-F AMD 6a-10a	M-F Midday 10a-3p	M-F PMD 3p-7p	M-F Evening 7p-12m	Sat AMD 6a-10a	Sat Midday 10a-3p	Sat PMD 3p-7p	Sat Evening 7p-12m	Sun AMD 6a-10a	Sun Midday 10a-3p	Sun PMD 3p-7p	Sun Evening 7p-12m	Format
WBTJ-FM	60	\$210	\$120	\$155	\$40	\$55	\$65	\$70	\$30	\$45	\$55	\$60	\$15	Urban Contemporary
	30	\$160	\$95	\$105	\$25	\$35	\$50	\$60	\$20	\$25	\$40	\$50	\$10	
WRNL-AM	60	\$35	\$35	\$30	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	All Sports
	30	\$30	\$30	\$30	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	
WRVA-AM	60	\$185	\$195	\$175	\$30	\$55	\$65	\$40	\$35	\$45	\$50	\$30	\$25	News Talk Information
	30	\$140	\$150	\$130	\$25	\$50	\$60	\$35	\$30	\$40	\$45	\$25	\$20	
WRVQ-FM	60	\$140	\$125	\$165	\$45	\$50	\$45	\$50	\$50	\$40	\$45	\$40	\$30	Pop Contemporary Hit Radio
	30	\$105	\$95	\$125	\$35	\$40	\$40	\$40	\$35	\$30	\$30	\$30	\$20	
WRXL-FM	60	\$155	\$100	\$120	\$30	\$45	\$50	\$50	\$35	\$35	\$40	\$40	\$25	Alternative
	30	\$105	\$75	\$95	\$20	\$35	\$35	\$35	\$30	\$25	\$25	\$25	\$20	
WTVR-FM	60	\$200	\$215	\$195	\$45	\$50	\$75	\$60	\$65	\$40	\$60	\$50	\$45	Soft Adult Contemporary
	30	\$150	\$165	\$145	\$35	\$40	\$60	\$50	\$45	\$30	\$50	\$40	\$35	

Gross pricing - Direct advertisers may discount 15%.
 Other rate cards available upon request.