



SUNBURY BROADCASTING
CORPORATION

Political Rate Card

Revisions & Additions Effective for the 2024 Primary Election
ALL RATES ARE NET TO THE STATION

Commercial Inventory Policies:

The stations of Sunbury Broadcasting Corporation make advertising time available to legally qualified candidates in the same manner as commercial advertisers. Advertising air time is sold based upon meeting commercial advertiser demand within the confines of available commercial inventory. Inventory availability is limited as a result of programming parameters. Dayparts throughout the week may, from time-to-time, become 100% filled at-or-above the available inventory. Commercial announcements are then subject to pre-emption based upon levels of priority. Missed or pre-empted commercial announcements may be made-good in comparable time periods. In the same manner as a commercial advertiser, a legally qualified political candidate can purchase advertising airtime on various combinations of WQKX, WKOK, WEGH and WVLY at demand-generated commercial rates; including rates that are higher than the lowest unit charge. The following describes and defines classes of airtime available on said stations. Contact your representative for details.

	Monday - Friday		Saturday		Sunday	
WQKX	:60	:30	:60	:30	:60	:30
6:00am-10:00am	37.00	30.00	15.00	14.00	12.00	11.00
10:00am-3:00pm	39.00	32.00	15.00	15.00	12.00	12.00
3:00pm-7:00pm	35.00	28.00	15.00	12.00	12.00	11.00
7:00pm-Mid	16.00	13.00	15.00	11.00	12.00	11.00
	Monday - Friday		Saturday		Sunday	
WKOK	:60	:30	:60	:30	:60	:30
6:00am-10:00am	13.00	11.00	10.00	10.00	10.00	10.00
10:00am-3:00pm	13.00	10.00	10.00	10.00	10.00	10.00
3:00pm-7:00pm	13.00	10.00	10.00	10.00	10.00	10.00
7:00pm-Mid	11.00	10.00	10.00	10.00	10.00	10.00
	Monday - Friday		Saturday		Sunday	
WEGH	:60	:30	:60	:30	:60	:30
6:00am-10:00am	15.00	13.00	12.00	11.00	11.00	10.00
10:00am-3:00pm	13.00	11.00	12.00	11.00	12.00	12.00
3:00pm-7:00pm	13.00	11.00	13.00	13.00	12.00	11.00
7:00pm-Mid	11.00	10.00	12.00	11.00	12.00	11.00
	Monday - Friday		Saturday		Sunday	
WVLY	:60	:30	:60	:30	:60	:30
6:00am-10:00am	13.00	11.00	11.00	10.00	11.00	10.00
10:00am-3:00pm	13.00	11.00	11.00	10.00	11.00	10.00
3:00pm-7:00pm	12.00	10.00	11.00	10.00	11.00	10.00
7:00pm-Mid	11.00	10.00	11.00	10.00	11.00	10.00