

# Candidate In Window Political Rates: 1/18/20-3/3/20, 9/4-11/3/20

**LUC - Lowest Unit Charge** - Subject to being Pre-empted or bumped by higher priced commercials. WCRL will attempt to provide makegoods for any pre-empted commercials.

**NPE – Non Pre-emptible Rates:** Commercials bought at these rates will not be bumped by a higher priced commercial.

## DAY PARTS:

**6AM – 7PM M-Su\***

**Maximum Buy:**

**13x Per Day**

**Spots will rotate 6am-7pm**

Published 1/9/20

## LUC Rates:

6am-7pm

**(NET)**

**LUC - Pre-emptible**

**:30 sec -\$3.10**

**LUC - Pre-emptible**

**:60 sec - \$4.25**

## NPE Rates:

6am-7pm

**(NET)**

**Non-Pre-emptible**

**:30 sec - \$9.00**

**Non-Pre-emptible**

**:60 sec \$14.00**



\*No political spots will air during any Live Sporting Events Broadcasted on WCRL.

**All Rates are Net to station. All schedules are Cash in Advance.**