

Friends of Tom McComick

WBYT Political Rate Card (published 3.21.24)

Spring 2024 Primary Election 3.24.24 – 5.7.24



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1. Reasonable Access will be available to all legally qualified Federal candidates.
2. All other Legally Qualified Candidates will be allowed to purchase (2) commercials per daypart; maximum of 8 spots per 24 hour period.
3. For Issue Advertising applicable retail rates apply. Please request an Issue rate card.
4. Political Agreement (PB19) must be signed; ad copy on file, and payment received 24 hours prior to airing.
5. WBYT is unit based, meaning (:30's) and (:60's) are the same rate.

Day	Daypart	Net Rate	Gross Rate
Mon-Fri	4/26-5/7 = 8 6a-10a	\$49.30	\$58.00
Mon-Fri	4/26-5/7 = 8 10a-3p	\$49.30	\$58.00
Mon-Fri	4/26-5/7 = 8 3p-7p	\$49.30	\$58.00
Mon-Fri	4/26-5/6 = 7 7p-12m	\$8.50	\$10.00
Sat	4/27 + 5/4 = 2 6a-10a	\$17.00	\$20.00
Sat	4/27 + 5/4 = 2 10a-3p	\$17.00	\$20.00
Sat	4/27 + 5/4 = 2 3p-7p	\$17.00	\$20.00
Sat	4/27 + 5/4 = 2 7p-12m	\$8.50	\$10.00
Sun	4/28 + 5/5 = 2 6a-10a	\$17.00	\$20.00
Sun	4/28 + 5/5 = 2 10a-3p	\$17.00	\$20.00
Sun	4/28 + 5/5 = 2 3p-7p	\$17.00	\$20.00
Sun	4/28 + 5/5 = 2 7p-12m	\$8.50	\$10.00
Mon-sun	4/29 - 5/6 = 10 12m-6a	\$0.85	\$1.00

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*Include QUU Ad-Sync to be included on all terrestrial commercials for flat 15% charge for total purchase (Dashboard)
 *Add streaming impressions for commercial to air on b100.com at \$15 cpm (4,000 average to air weekly)