



WHLF Political Advertising Rates for 2019 Virginia General and Special Elections

WHLF Rates on this card are effective January 1 – June 30, 2019 and September 1- November 5, 2019.

WHLF 95.3	:60	:30
Mon-Sun 6a-6a	\$18	\$9
Mon-Fri 6a-12m	\$23	\$11
Mon-Fri 12a-12a	\$25	\$12
Sat-Sun 6a-6a	\$19	\$10

Rates shown are applicable for legally qualified candidates for public office making a use of the station as defined in Section 73.1941 of the rules of the Federal Communications Commission. In order to be considered a qualifying use, the candidate's voice must appear in the commercial announcement.

Payment for political advertising must be made in advance to Lakes Media LLC.