

# 2024 Primary Election Political Rate Card (Gross)

## WKPL-FM / WOHI-AM

### January 31, 2024

Fixed Spot 100% Clearance	Monday-Friday		Saturday		Sunday	
	:30	:60	:30	:60	:30	:60
6am-10am	\$28	\$35	\$16	\$20	\$16	\$20
10am-3pm	\$28	\$35	\$20	\$25	\$20	\$25
3pm-7pm	\$28	\$35	\$20	\$25	\$20	\$25
7pm-12mid	\$16	\$20	\$16	\$20	\$16	\$20
12mid-6am	\$8	\$10	\$8	\$10	\$8	\$10

Immediately Pre-emptible 80-90% Clearance	Monday-Friday		Saturday		Sunday	
	:30	:60	:30	:60	:30	:60
6am-10am	\$20	\$26	\$10	\$23	\$10	\$23
10am-3pm	\$15	\$26	\$10	\$23	\$10	\$23
3pm-7pm	\$20	\$26	\$10	\$23	\$10	\$23
7pm-12mid	\$16	\$20	\$16	\$20	\$16	\$20
12mid-6am	\$8	\$10	\$8	\$10	\$8	\$10

Run of Schedule Pre-emptible 50%-80% Clearance	Monday-Sunday	
	:30	:60
6am-12mid	\$20	\$20

**\*A 15% agency discount applies to all rates.**

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