

SUNRISE BROADCASTING







ISSUE Rates 2024

Rate Card #1

Sunrise Broadcasting

25 N Kerr Ave Wilmington, NC 28405

910-632-2114

		All Rates Gross :60's				All Rates Gross :30's				All Rates Gross :15's				
		Daypart	Clearance Rates				Clearance Rates				Clearance Rates			
			Mon-Fri	Sa/Su	Sa	Su	Mon-Fri	Sa/Su	Sa	Su	Mon-Fri	Sa/Su	Sa	Su
WKXB Jammin' 99.9 Jammin Oldies  The Greatest Hits of All Time! Reach 49,018 Voters	Daypart	Clearance Rates				Clearance Rates				Clearance Rates				
	6am - 7pm	40	26	30	21	36	22	25	18	23	11	13	8	
	5am - 6am	12	10	10	10	10	8	8	8	6	5	5	4	
	6am - 10am	42	22	24	20	36	19	20	17	24	8	9	6	
	10am - 3pm	38	27	33	21	32	23	28	18	21	15	19	10	
	3pm - 7pm	40	27	33	21	39	23	28	18	25	10	11	9	
	7pm - 12mid	18	14	15	12	12	10	11	10	8	6	7	5	
WAZO Z1075 Contemporary Hit Radio  Reach 67,485 Voters	Daypart	Clearance Rates				Clearance Rates				Clearance Rates				
	6am - 7pm	54	37	39	35	49	32	34	30	46	21	27	15	
	5am - 6am	18	15	15	15	15	12	12	12	10	8	8	8	
	6am - 10am	60	35	35	35	55	30	30	30	51	16	18	14	
	10am - 3pm	50	38	40	35	45	33	35	30	43	31	41	22	
	3pm - 7pm	50	38	40	35	45	33	35	30	46	22	23	20	
	7pm - 12mid	22	22	22	22	18	18	18	18	17	14	17	11	
WILT Sunny 103.7 Adult Contemporary  Reach 46,083 Voters	Daypart	Clearance Rates				Clearance Rates				Clearance Rates				
	6am - 7pm	40	26	30	21	28	22	25	18	23	11	13	8	
	5am - 6am	12	10	10	10	9	8	8	8	6	5	5	4	
	6am - 10am	42	22	24	20	36	19	20	17	24	8	9	6	
	10am - 3pm	38	27	33	21	32	23	28	18	21	15	19	10	
	3pm - 7pm	40	27	33	21	39	23	28	18	25	10	11	9	
	7pm - 12mid	18	14	15	12	12	10	11	10	8	6	7	5	
WRMR Modern Rock 98.7 New Rock Alternative  Reach 25,622 Voters	Daypart	Clearance Rates*				Clearance Rates*				Clearance Rates*				
	6am - 7pm	28	17	18	15	24	13	15	11	15	9	11	7	
	5am - 6am	11	9	9	9	9	8	8	8	8	7	7	7	
	6am - 10am	30	15	16	14	26	11	14	8	16	8	12	7	
	10am - 3pm	27	17	19	15	23	15	16	13	15	13	14	11	
	3pm - 7pm	27	17	19	15	23	15	16	13	15	13	14	11	
	7pm - 12mid	14	11	12	10	10	9	10	9	7	8	9	7	
WMFD 101.7FM AM630 Sports (ESPN)  Reach 11,202 mostly male Voters	Daypart	Clearance Rates*				Clearance Rates*				Clearance Rates*				
	6am - 7pm	21	13	13	12	16	10	11	10	11	6	6	5	
	5am - 6am	6	5	5	5	5	4	4	4	4	3	3	3	
	6am - 10am	23	12	12	11	17	9	10	9	11	8	9	7	
	10am - 3pm	20	13	14	12	15	11	12	10	10	10	10	9	
	3pm - 7pm	20	13	14	12	15	11	12	10	10	10	10	9	
	7pm - 12mid	10	9	9	8	8	8	8	7	7	7	7	6	
WKXB HD2 and 95.9FM W240AS Soft AC  Continuous Light Favorites station launched May 30, 2018	Daypart	Clearance Rates*				Clearance Rates*				Clearance Rates*				
	6am - 7pm	12	9	10	8	10	8	9	7	9	7	8	6	
	5am - 6am	6	6	6	6	5	5	5	5	4	4	4	4	
	6am - 10am	12	9	10	8	10	8	9	7	9	7	8	6	
	10am - 3pm	12	9	10	8	10	8	9	7	9	7	8	6	
	3pm - 7pm	12	9	10	8	10	8	9	7	9	7	8	6	
	7pm - 12mid	7	7	7	7	6	6	6	6	5	5	5	5	

*WRMR and WMFD have sports team affiliations and may have commitments that may preclude placement in certain dayparts on certain days.