





Rate Sheet

as of November 1, 2023



QTY		:30's	:60's		:30's	:60's		
40-199		\$14.00	\$22.40		\$13.75	\$22.00		
200-299		\$13.00	\$20.80		\$12.75	\$20.40		
300-359		\$12.55	\$20.10		\$12.35	\$19.75		
360-519		\$12.00	\$19.20		\$11.75	\$18.80		
★ 520-779		\$11.05	\$17.70		\$10.75	\$17.20		
780-1039		\$10.25	\$16.40		\$10.00	\$16.00		
1040-1455		\$ 9.75	\$15.60		\$ 9.75	\$15.60		
1456-2183		\$ 9.50	\$15.20		\$ 9.50	\$15.20		
2184+		\$ 9.35	\$14.95		\$ 9.35	\$14.95		
Placement —								
Specific daypart placement is available for an added fee when requiring ads to play between 6AM-7PM.				\$2/each :30 \$3/each :60				
Circle your preferred daypart:		6AM-10AM	10AM-3PM	3PM-7PM		\$	\$	
Weather Sponsorship —								
Includes a 10 to 15 second live read, both before and after the weather report once a day during your selected slot, Monday - Sunday; as well as two 30 second ads per day, which run between 6AM-12AM.				<input type="radio"/> 52 Weeks at \$208.25/week		:	:	
				<input type="radio"/> 39 Weeks at \$218.75/week				
				<input type="radio"/> 26 Weeks at \$235.55/week				
Pre-roll(Streaming) —						\$	\$	
Take advantage of digital listening with our new preroll video with companion ads. You receive a full week of unlimited impressions of a fully produced 15 second video with audio and click through for a flat rate!				\$325/week (Number of Weeks)				
				Week Number (Which Weeks)				
						\$	\$	
Subtotal							\$	\$
10% Discount on lesser of two totals if using air on both stations							-\$	
3% Discount when paying in full at the 300 ad tier or higher							-\$	
Total							\$	

*Terms and conditions apply

Signature

Date

Business Name and Mailing Address

Phone Number

Email

Mailing address: P. O. Box 106 Ephraim, WI 54211 920-743-0977 and 920-854-3400