



ON-AIR



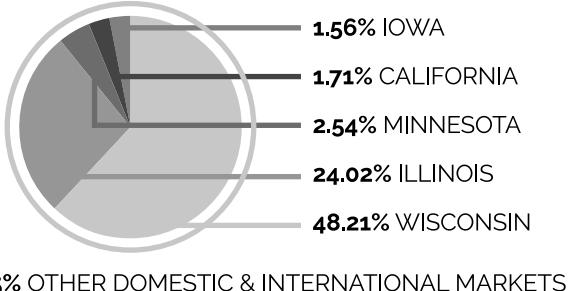
Being in an unrated market, traditional ratings books and surveys don't quite show the reality of radio's reach, especially in the digital age.

DIGITAL

18,200

AVERAGE MONTHLY STREAMING SESSIONS

TOP FIVE STREAMING MARKETS



WORLD CLASS ROCK FOR A WORLD CLASS COUNTY

The Lodge(WLGE) is a singer-songwriter music format, tailored to fit the Door County lifestyle. Featuring a wide range of artists in alternative, contemporary, and modern rock - the Lodge is where Door County discovers new music.



John Mayer



Adele



Dave Matthews



U2

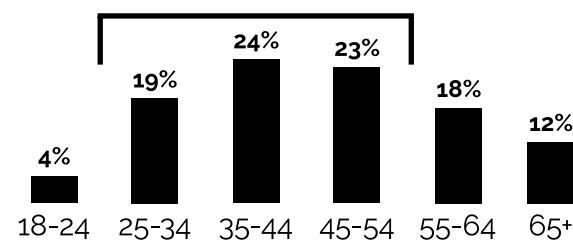


LISTENERS

PRIMARY DEMOGRAPHIC

62% FEMALE

38% MALE

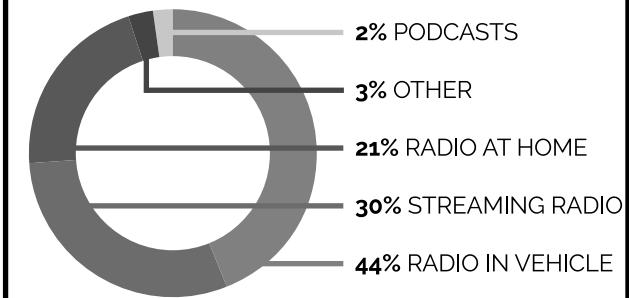


66% OF OUR 6,504 FACEBOOK FOLLOWERS MATCH OUR TARGET DEMOGRAPHIC

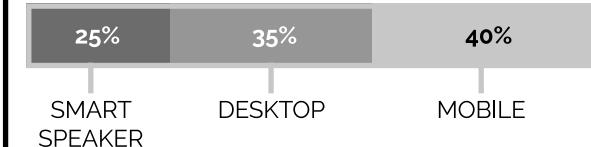
HABITS



HOW AND WHERE PEOPLE LISTEN



STREAMING DEVICES



Door County's Greatest Hits



ON-AIR



Being in an unrated market, traditional ratings books and surveys don't quite show the reality of radio's reach, especially in the digital age.

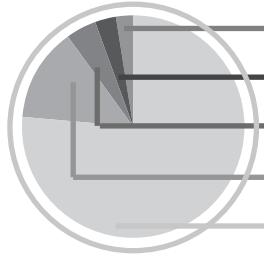


DIGITAL

12,379

AVERAGE MONTHLY STREAMING SESSIONS

TOP FIVE STREAMING MARKETS



Rewind 97.7(WQDC) provides you musical memories from the Rock and Pop world, giving you an amazing variety of feel-good music from the '70s through the '90s.



Hall & Oates



Madonna



Billy Joel



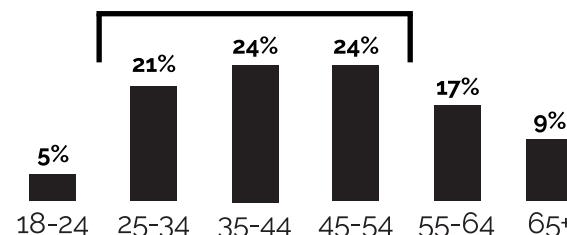
Michael Jackson



LISTENERS

PRIMARY DEMOGRAPHIC

56% FEMALE 44% MALE

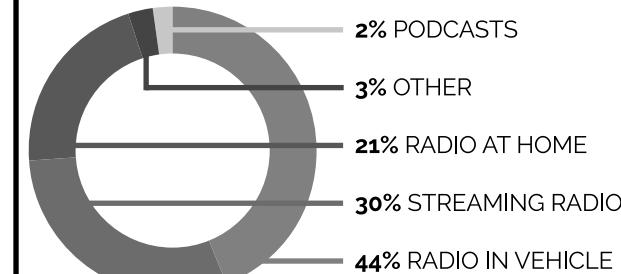


69% OF OUR 5,109 FACEBOOK FOLLOWERS MATCH OUR TARGET DEMOGRAPHIC

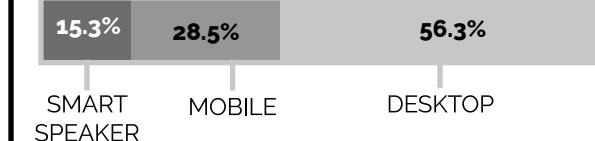


HABITS

HOW AND WHERE PEOPLE LISTEN



STREAMING DEVICES



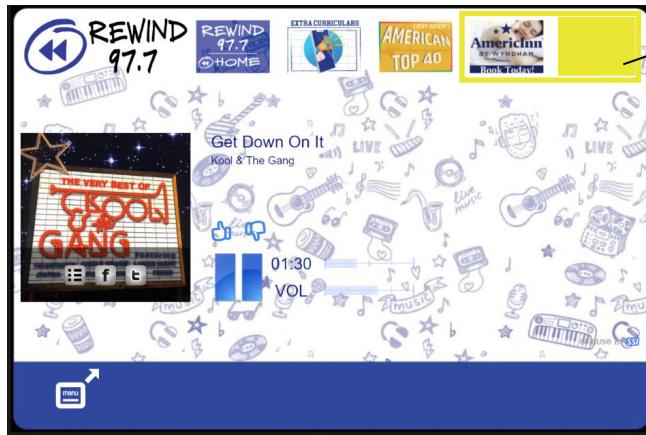
Streaming Sponsorship



One touch listening on
ANY device, Android
Auto and Apply Car Play.

Your ad displayed
prior to any of the
music starting.

Actively engaged
audience with instant
'shout outs' sent to
the station!



Live mentions of your business anywhere
listeners are playing the station.

App Streaming And Desktop Streaming

The Lodge and Rewind apps and streaming services are able to reach listeners at their convenience on any device, often as people go about their work day, to and from activities, and as they make leisure plans. Radio remains one of the most effective media tools and is delivering your message to a receptive consumer close to point of purchase with just a tap.

Sponsorship As a sponsor of this service (limited to only THREE select businesses) you will receive:

- Daily live mentions in each daypart :10-:15; one morning, one mid-day and one evening
- Station promotion of the streaming services will include a recorded name mention
- An image or ad for your business, 300 x 250 for the app block with click through or menu listing
- An image or ad for your business, 114 x 84, for the desktop player button with click through
*(*dimensions subject to change without notice)*

52 consecutive weeks \$119/week

26 consecutive weeks \$149/week

**106.9
the Lodge**

**REWIND
97.7**

- **DISCOUNTED RATE:** As a sponsor, you are extended a discounted rate for additional :30 spots. Build your own campaign, flight of ads, or seasonal schedule for only \$10.25 per :30 (production included).

Signature

Date

Phone Number

Email

Billing Address

Media Menu



ON-AIR

SPECIAL SPONSORSHIPS:

<input type="checkbox"/> Brown Trout Tournament	4/17-4/20	5 :15s per day for 4 days	\$220
<input type="checkbox"/> Fishing Season Opener	4/30-5/4	5 :15s per day for 5 days	\$245
<input type="checkbox"/> Fall Color Report	9/13-10/20	6 week multi-media package (cost per week)	\$225
<input type="checkbox"/> Deer Hunt /Thanksgiving	11/21-11/28	5 :15s per day for 8 days	\$392
<input type="checkbox"/> Holiday Music Weekends	11/29-12/25	Fri, Sat, Sun every other hour	\$575
<input type="checkbox"/> Nostalgic Radio Shows	12/22-12/25	:30 before and after shows	\$275

FESTIVAL WEEKENDS:

<input type="checkbox"/> Memorial Weekend	5/24-5/27	5 :15s per day for 4 days	Lodge - Rewind	\$225
<input type="checkbox"/> 4th of July	6/30-7/4	5 :15s per day for 5 days	Lodge - Rewind	\$280
<input type="checkbox"/> Autumnfest	9/12-9/15	5 :15s per day for 4 days	Lodge - Rewind	\$225
<input type="checkbox"/> Harvestfest	9/19-9/22	5 :15s per day for 4 days	Lodge - Rewind	\$225
<input type="checkbox"/> Fall Lighthouse Festival	10/3-10/6	5 :15s per day for 4 days	Lodge - Rewind	\$225
<input type="checkbox"/> Pumpkin Patch Festival	10/10-10/13	5 :15s per day for 4 days	Lodge - Rewind	\$225
<input type="checkbox"/> Fallfest	10/17-10/20	5 :15s per day for 4 days	Lodge - Rewind	\$225

*mix n match weeks and stations for 10% discount on 5 or more

SPECIALTY WEEKENDS:

<input type="checkbox"/> Memorial Day Triple Play	5/24-5/31	32 :15s airs every other hour	\$359
<input type="checkbox"/> Class Reunion Weekend	6/14-6/16	23 :15s airs every other hour	\$299
<input type="checkbox"/> Yacht Rock Weekend	7/19-7/21	40 :15s airs every hour	\$399
<input type="checkbox"/> ROQ of the '80s Weekend	8/2-8/4	42 :15s airs every hour	\$409
<input type="checkbox"/> Labor Day Triple Play	8/30-9/2	32 :15s airs every other hour	\$359

WEB DISPLAY & E-LETTER

<input type="checkbox"/> Home page rotator	675 x 347 static (~.021 per impression)	\$125/week
<input type="checkbox"/> Home page display ad	300 x 250 below the fold (~.002 per impression)	\$50/month
<input type="checkbox"/> Lodge Letter or Rewind Relay e-blast	Over 30% open rate (~.016 per impression)	\$75/issue
<input type="checkbox"/> Preroll :15 video with companion ad	:15 video w/audio and click thru	\$325/wk

SOCIALS & VIDEO

<input type="checkbox"/> 3rd party content creation; Be featured on the Minute Out In It (Youtube & socials)	\$550
<input type="checkbox"/> Your post on one of our pages as a Reel, Post, or Story; 2 permanent feed posts with business mention and profile or page link	\$80

STREAMING & APPS

<input type="checkbox"/> Preroll static display	:15 video w/audio and click thru	\$75/wk
<input type="checkbox"/> Preroll :15 video with companion ad	:15 video w/audio and click thru	\$150/wk
<input type="checkbox"/> Mid page banner 300 x 250		\$50/month
<input type="checkbox"/> Leaderboard banner 728 x 90		\$35/month

PRODUCTION & PODCASTING

<input type="checkbox"/> Special production requirements, voice talent fee, other	\$_____
<input type="checkbox"/> Share to other media-share fee at \$50/spot *waived if ad reservation at 1040 tier	\$50

TOTAL

**Terms and conditions apply*

\$ _____

Rate Sheet



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								
-\$								
+\$								
-\$								
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



2024 Broadcast Calendar

1st Quarter 2024

January 2024						
M	T	W	R	F	S	S
1	2	3	4	5	6	7
2	8	9	10	11	12	13
3	15	16	17	18	19	20
4	22	23	24	25	26	27
						28

February 2024						
M	T	W	R	F	S	S
5	29	30	31	1	2	3
6	5	6	7	8	9	10
7	12	13	14	15	16	17
8	19	20	21	22	23	24
						25

March 2024						
M	T	W	R	F	S	S
9	26	27	28	29	1	2
10	4	5	6	7	8	9
11	11	12	13	14	15	16
12	18	19	20	21	22	23
13	25	26	27	28	29	30
						31

2nd Quarter 2024

April 2024						
M	T	W	R	F	S	S
14	1	2	3	4	5	6
15	8	9	10	11	12	13
16	15	16	17	18	19	20
17	22	23	24	25	26	27
						28

May 2024						
M	T	W	R	F	S	S
18	29	30	1	2	3	4
19	6	7	8	9	10	11
20	13	14	15	16	17	18
21	20	21	22	23	24	25
						26

June 2024						
M	T	W	R	F	S	S
22	27	28	29	30	31	1
23	3	4	5	6	7	8
24	10	11	12	13	14	15
25	17	18	19	20	21	22
26	24	25	26	27	28	29
						30

3rd Quarter 2024

July 2024						
M	T	W	R	F	S	S
27	1	2	3	4	5	6
28	8	9	10	11	12	13
29	15	16	17	18	19	20
30	22	23	24	25	26	27
						28

August 2024						
M	T	W	R	F	S	S
31	29	30	31	1	2	3
32	5	6	7	8	9	10
33	12	13	14	15	16	17
34	19	20	21	22	23	24
						25

September 2024						
M	T	W	R	F	S	S
35	26	27	28	29	30	1
36	2	3	4	5	6	7
37	9	10	11	12	13	14
38	16	17	18	19	20	21
39	23	24	25	26	27	28
						29

4th Quarter 2024

October 2024						
M	T	W	R	F	S	S
40	30	1	2	3	4	5
41	7	8	9	10	11	12
42	14	15	16	17	18	19
43	21	22	23	24	25	26
						27

November 2024						
M	T	W	R	F	S	S
44	28	29	30	31	1	2
45	4	5	6	7	8	9
46	11	12	13	14	15	16
47	18	19	20	21	22	23
						24

December 2024						
M	T	W	R	F	S	S
48	25	26	27	28	29	30
49	2	3	4	5	6	7
50	9	10	11	12	13	14
51	16	17	18	19	20	21
52	23	24	25	26	27	28
						29

Terms and Conditions

1. The advertiser hereby places with the Broadcaster (Case Communications LLC), commercials, announcements and/or programs to be broadcast on 106.9 or 97.7 for the contracted periods, times and rate specified on the reverse side.

2. The advertiser agrees to pay Case Communications LLC for the total sum specified on the reverse side payable in advance or according to agreed upon payment terms. Case Communications LLC failure to demand or insist upon prompt payments in accordance herewith shall not constitute a waiver of its right to do so. In the event that the terms hereof, or in the event of any other breach hereof by the Advertiser, Case Communications LLC may, at its option, in addition to any other rights which it may have, immediately cease broadcasting any commercial announcements and/or any other program material of the Advertiser.

Case Communications LLC will according to contract terms, invoice the Advertiser following broadcast of contracted advertising schedule at the address on the contract and the Advertiser shall pay Case Communications LLC thereon at address on the invoice within 10 days of receipt. Interest at the rate of 1 ½ % per month will be charged on all accounts 30 days past due.

3. Case Communications LLC will not be responsible for verbal agreements made with or by its representatives.

4. This contract is subject to all present and future government and F.C.C. rules and regulations.

5. Failure on the part of Case Communications LLC in any instance to exercise any of the rights reserved to it hereunder shall not be deemed a waiver by it of such rights for the future.

6. This contract is for the exclusive broadcasting of the Advertiser mentioned and broadcasting periods specified herein, which are not subject to change or cancellation except with the consent of the Case Communications LLC. All cancellations must be preceded by 14 day written notice by the Advertiser and subject to cancellation/change fees of \$150.00 plus the difference in advertising rate plan pricing at the time of contract.

7. Material for all advertising shall be supplied by Advertiser subject to the approval of Case Communications LLC. A complete copy of the advertising announcements and/or continuity proposed by the Advertiser shall be furnished to the Broadcaster at least seventy-two hours (3 days) in advance of the date upon which such material is to be broadcast. Case Communications LLC reserves the right to edit and revise the said material and submit final copy to the Advertiser for approval, prior to airing. Case Communications LLC reserves the right, without liability therefore, to refuse to broadcast any announcement which does not in the opinion of Case Communications LLC, maintain a quality and character creditable to Case Communications LLC and the Advertiser.

8. The advertiser accepts full responsibility for all statements, announcements, and representations by the Advertiser notwithstanding such announcements and statements may have been approved by the Broadcaster, and any other broadcasters, which may broadcast or re-broadcast the same announcements or statements harmless from and all liability and/or damages, costs or expenses, including lawyer's fees arising from or occasioned by the broadcasting of the Advertiser's material. This indemnity agreement is intended to include, without limiting the foregoing claims for defamation of character, business or property and infringement of copyrights and/or violation of trade and new rights.

9. Case Communications LLC shall not be held responsible for failure to broadcast for any periods where such failure is due to government regulations and laws, acts of God, strikes, lockouts, power, transmission or mechanical difficulties, or any other cause whatever beyond its control. Case Communications LLC will endeavor to present announcements within time periods scheduled, but do not guarantee that a given announcement will be broadcast during the specified time period. If for any reason Case Communications LLC does not complete any announcement in its entirety, the Advertiser shall receive a pro rata refund or credit on the charge for time. The Advertiser agrees that in the event of the omission or postponement of any announcement, Case Communications LLC shall not be held responsible for any damage beyond the cost of the particular announcement omitted or postponed.

10. Case Communications LLC reserves the right to defer advertising or programs coincident with the broadcast of national or local expediency of public interest or for special events of importance in which the Advertiser is to receive a proportionate refund or credit for the announcement not broadcast, or may at their option select such future times as Case Communications LLC may have open on the same rate schedule as the contracted by the Advertiser.

11. Regardless of any other provisions or provisions in this Agreement it is understood that the Case Communications LLC may reject any arrangement with any Advertiser, if, in Case Communications LLC's opinion the public interest would not be served by the rejected material or arrangement.

12. All commercials must run within 12 months of first commercial start date. Production is included at the following levels: 40-199 one commercial, 200-359 two commercials, 360-519 three commercials, 520-779 six commercials, 780-1,039 nine commercials, and 1,040-1455 twelve commercials and 1,456+ fourteen commercials. Additional commercial production costs are \$50 per commercial. Production sharing fee of \$50 may apply.

Business Name

Client Initials

Date