## - Example Schedule



QTY	:30's	:60's	4	30's	:60's		4
40-199	\$12.20	\$17.45		\$11.95	\$17.20		
200-299	\$11.20	\$15.45		\$10.95	\$15.20		
300-359	\$10.75	\$14.70		\$10.55	\$14.45		
360-519	\$10.20	\$13.95		\$ 9.95	\$13.70		
520-779	\$ 9.25	\$12.45		\$ 8.95	\$12.20	\$4,810.00	\$4,654.00
780-1039	\$ 8.45	\$11.30		\$ 8.20	\$11.05		
1040-1455	\$ 7.95	\$10.55		\$ 7.95	\$10.55		
1456-2183	\$ 7.70	\$10.20		\$ 7.70	\$10.20		
2184+	\$ 7.55	\$ 9.80		\$ 7.55	\$ 9.80		
*Invoiced monthly based upon usage							
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.						• •	<u>:</u> \$
Pre-roll(Streaming)						₩	Ψ
Take advantage of digital listening with a flight of preroll \$400/week (Number of Weeks)						1 @ 400	1 @ 400
video with companion ads. You receive a full week of unlimited impressions of a fully produced 15 second video				Week Numb	er (Which Weeks)	<u>37</u>	36
with audio and click through for a flat rate!						\$ 400.00	\$ 400.00
Subtotal						\$ 5,210.00	\$ 5,054.00
10% Discount on lesser of two totals if using air on both stations						-\$50540	
3% Discount when paying in full at the 300 ad tier or higher						-\$	
Total Investment						\$ 9,758.60	

## Recommended Schedule

We recommend at least 20-25 spots per week, and a minimum of 4-5 spots per day in order to get the most out of your schedule. However, flexibility is the greatest advantage of radio, this schedule can take breaks, shift days, and messaging!

To the right is an example, 4 spots a day, 5 days a week, for a total of 20 spots. At that pace, 520 spots would last 26 weeks!

Choose the days you want to run, specific time placement costs extra.

