



Radio - Rate Card #4 - CONNECTICUT

State By State Remnant Program

Number of Affiliates: 17

Number of Markets: 10

Type: 30-Sec ROS (Run of Schedule)

Rotation: Mon-Sun 24/7

Free Radio Spot Production Included!

Regional Radio Remnant Program - Rate Card #4					
	# of Clusters	Cost Per Cluster	# of Spots	Cost Per Spot	Rate
Package 1	5	\$975.00	85	\$57.35	\$4,875
Package 2	10	\$875.00	170	\$51.47	\$8,750
Package 3	20	\$775.00	340	\$45.59	\$15,500
Package 4	50	\$675.00	850	\$39.71	\$33,750

Station	Market	DMA	County	Freq	Format
WNLC-FM	EAST LYME	HARTFORD-NEW HAVEN	NEW LONDON	98.7	CL HITS
WDRC-AM	HARTFORD	HARTFORD-NEW HAVEN	HARTFORD	1360	N/T
WDRC-FMt	HARTFORD	HARTFORD-NEW HAVEN	HARTFORD	103.3	N/T
WMMW-AM	MERIDEN	HARTFORD-NEW HAVEN	NEW HAVEN	1470	TALK
WBMW-FM	MIDDLESEX	HARTFORD-NEW HAVEN	MIDDLESEX	106.5	AC
WBMW-FMt	NEW LONDON	HARTFORD-NEW HAVEN	NEW LONDON	99.5	AC
WBMW-FMt	NEW LONDON	HARTFORD-NEW HAVEN	NEW LONDON	104.5	AC
WJF-FM	NEW LONDON	HARTFORD-NEW HAVEN	NEW LONDON	94.9	N/T
WKNL-FM	NEW LONDON	HARTFORD-NEW HAVEN	NEW LONDON	100.9	CL HITS
WSNG-AM	TORRINGTON	HARTFORD-NEW HAVEN	LITCHFIELD	610	TALK
WATR-AM	WATERBURY	HARTFORD-NEW HAVEN	NEW HAVEN	1320	OLDIES
WWCO-AM	WATERBURY	HARTFORD-NEW HAVEN	NEW HAVEN	1240	TROPICAL
WILI-AM	WILLMANTIC	HARTFORD-NEW HAVEN	WINDHAM	1400	AC
WILI-FMt	WILLMANTIC	HARTFORD-NEW HAVEN	WINDHAM	95.3	AC
WKND-AM	WINDSOR	HARTFORD-NEW HAVEN	WINDSOR	1480	URBAN
WKND-FMt	WINDSOR	HARTFORD-NEW HAVEN	WINDSOR	97.5	URBAN
WFOX-FM	NORWALK	NEW YORK	FAIRFIELD	95.9	CL ROCK

Rate Card Updated 11/4/2020

NOTES:

1. This remnant radio buy is a cluster buy. Each cluster you buy is projected to get you one spot on each station listed.
2. This placement runs on a 24 hour, 7 day a week rotation. M-F schedule available at an increased cost of +15%.
3. Spots run through all stations listed, no stations may be dropped or substituted.
4. Prelogs are not available. Post logs provided at the end of the run.
5. Spots run over a 30-Day period.
6. All rates include a FREE Infrastructure Review.
7. All stations subject to availability at time of placement.
8. All placements after November 15, subject to potential rate increase of +25%.
9. :60 Second Spots are double the :30 second price quoted in this rate card.
10. Affiliate list subject to change.
11. "t" denotes translator station.
12. NMS will produce for Client a FREE 30-sec or 60-sec radio spot. Client must provide a general script or bullet points with information they would like to use in the radio spot and approve a final script in writing sent to Client by NMS for approval. NMS will use the best possible radio voice and/or music available at the time of production. Turnaround time for radio production is 3-7 days from receipt of an approved script from Client.



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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