



## Radio - Rate Card #4 - NEW YORK

### State By State Remnant Program

Number of Affiliates: 33

Number of Markets: 27

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	\$1,050.00	165	\$31.82	\$5,250
Package 2	10	\$950.00	330	\$28.79	\$9,500
Package 3	20	\$850.00	660	\$25.76	\$17,000
Package 4	50	\$750.00	1,650	\$22.73	\$37,500

Station	Market	DMA	County	Freq	Format
WROW-AM	ALBANY	Albany-Schenectady-Troy	ALBANY	590	N/T
WROW-FMt	ALBANY	Albany-Schenectady-Troy	ALBANY	100.5	N/T
WWSC-AM	GLENS FALLS	Albany-Schenectady-Troy	WARREN	1450	TALK
WENT-AM	GLOVERSVILLE	Albany-Schenectady-Troy	FULTON	1340	AC
WENT-FMt	GLOVERSVILLE	Albany-Schenectady-Troy	FULTON	105.1	AC
WNYQ-FM	HUDSON FALLS	Albany-Schenectady-Troy	WASHINGTON	101.7	CL HITS
WCKM-FM	LAKE GEORGE	Albany-Schenectady-Troy	WARREN	98.5	OLDIES
WJIV-FMt	GREENVILLE, NH	Boston	HILLSBOROUGH	94.3	REL
WZKZ-FM	ALFRED	Buffalo	ALLEGHENY	101.9	CTY
WJTN-AM	JAMESTOWN	Buffalo	CHAUTAUQUA	1240	N/T
WCHN-AM	NORWICH	Buffalo	CHENANGO	970	N/T
WOEN-AM	OLEAN	Buffalo	CATTARAUGUS	1360	NOST
WKOL-FM	PLATTSBURGH	Burlington-Plattsburgh	CLINTON	105.1	CL HITS
WVIN-FM	BATH	Elmira (Corning)	STEUBEN	98.3	AC
WGHQ-AM	KINGSTON	New York	ULSTER	920	CTY
WLNA-AM	KINGSTON	New York	ULSTER	1420	CTY
WBNR-AM	KINGSTON	New York	ULSTER	1260	CTY
WAUB-AM	AUBURN	Syracuse	CAYUGA	1590	N/T
WHCU-AM	ITHACA	Syracuse	TOMPKINS	870	N/T
WTLA-FMt	MATTYDALE	Syracuse	ONONDAGA	97.7	SPORTS
WAUB-FMt	MELROSE PARK	Syracuse	CAYUGA	98.1	N/T
WTLA-AM	NORTH SYRACUSE	Syracuse	ONONDAGA	1200	SPORTS
WSGO-AM	OSWEGO	Syracuse	OSWEGO	1440	SPORTS
WSGO-FMt	OSWEGO	Syracuse	OSWEGO	100.1	SPORTS
WODZ-FM	ROME	Syracuse	ONEIDA WEST	96.1	CL HITS
WNYR-FM	WATERLOO	Syracuse	SENECA	98.5	AC
WJIV-FM	CHERRY VALLEY	Utica	OTSEGO	101.9	REL
WXUR-FM	HERKIMER	Utica	HERKIMER	92.7	CL ROCK
WLFK-FM	GOVERNEUR	Watertown	ST. LAWRENCE	95.3	CTY
WLLG-FM	LOWVILLE	Watertown	LEWIS	99.3	CTY
WQTK-FM	MASSENA	Watertown	ST. LAWRENCE	92.7	TALK
WPAC-FM	OGDENSBURG	Watertown	ST. LAWRENCE	98.7	OLDIES
WSLB-AM	OGDENSBURG	Watertown	ST. LAWRENCE	1400	SPORTS

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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