



Radio - Rate Card #4 - WISCONSIN

State By State Remnant Program

Number of Affiliates: 82

Number of Markets: 52

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	\$2,100.00	410	\$25.61	\$10,500
Package 2	10	\$2,000.00	820	\$24.39	\$20,000
Package 3	20	\$1,900.00	1,640	\$23.17	\$38,000
Package 4	50	\$1,800.00	4,100	\$21.95	\$90,000

Station	Market	DMA	County	Freq	Format
WRLS-FM	HAYWARD	Duluth-Superior	SAWYER	92.3	AC
WJMS-AM	IRONWOOD, MI	Duluth-Superior	GOGEBIC, MI	590	CTY
WJMS-FMt	IRONWOOD, MI	Duluth-Superior	GOGEBIC, MI	92.1	CTY
WDSM-AM	SUPERIOR	Duluth-Superior	DOUGLAS	710	N/T
WDSM-FMt	SUPERIOR	Duluth-Superior	DOUGLAS	98.1	N/T
WHBY-AM	APPLETON	Green Bay-Appleton	OUTAGAMIE	1150	N/T
KFIZ-AM	FOND DU LAC	Green Bay-Appleton	FOND DU LAC	1450	N/T
WRPN-FMt	FOND DU LAC	Green Bay-Appleton	FOND DU LAC	103.1	CL HITS
WHBY-FMt	GREEN BAY	Green Bay-Appleton	BROWN	103.5	N/T
WOMT-AM	MANITOWOC	Green Bay-Appleton	MANITOWOC	1240	AC
WAGN-AM	MARINETTE	Green Bay-Appleton	MARINETTE	1340	N/T
WMAM-AM	MARINETTE	Green Bay-Appleton	MARINETTE	570	SPORTS
WMAM-FMt	MARINETTE	Green Bay-Appleton	MARINETTE	104.5	SPORTS
WOCO-AM	OCONTO	Green Bay-Appleton	OCONTO	1260	CTY
WOCO-FM	OCONTO	Green Bay-Appleton	OCONTO	107.1	EZ
WHBY-FMt	OSHKOSH	Green Bay-Appleton	WINNEBAGO	106.3	N/T
WRPN-AM	RIPON	Green Bay-Appleton	FOND DU LAC	1600	CL HITS
WRPN-FMt	RIPON	Green Bay-Appleton	FOND DU LAC	93.1	CL HITS
WTCH-AM	SHAWANO	Green Bay-Appleton	SHAWANO	960	CTY
WTCH-FMt	SHAWANO	Green Bay-Appleton	SHAWANO	96.1	CTY
WDOR-AM	STURGEON BAY	Green Bay-Appleton	DOOR	910	VARIETY
WDOR-FM	STURGEON BAY	Green Bay-Appleton	DOOR	93.9	VARIETY
WDUX-AM	WAUPACA	Green Bay-Appleton	WAUPACA	800	CTY
WHBY-FMt	WRIGHTSTOWN	Green Bay-Appleton	BROWN	106.3	N/T
WRDN-AM	DURAND	La Crosse-Eau Claire	PEPIN	1430	CTY
WRDN-FMt	DURAND	La Crosse-Eau Claire	PEPIN	107.3	CTY
WLFN-AM	LA CROSSE	La Crosse-Eau Claire	LA CROSSE	1490	TALK
WJBL-FM	LADYSMITH	La Crosse-Eau Claire	RUSK	93.1	CL HITS
WLDY-AM	LADYSMITH	La Crosse-Eau Claire	RUSK	1340	SPORTS
WCCN-AM	NEILLSVILLE	La Crosse-Eau Claire	CLARK	1370	NOST
WCCN-FM	NEILLSVILLE	La Crosse-Eau Claire	CLARK	107.5	ROCK
WPRE-AM	PRAIRIE DU CHIEN	La Crosse-Eau Claire	CRAWFORD	980	CL HITS
WPRE-FMt	PRAIRIE DU CHIEN	La Crosse-Eau Claire	CRAWFORD	104.3	CL HITS
WBOG-FMt	SPARTA	La Crosse-Eau Claire	MONROE	101.3	CL HITS
WFBZ-FM	SPARTA	La Crosse-Eau Claire	MONROE	105.5	SPORTS

WKLJ-AM	SPARTA	La Crosse-Eau Claire	MONROE	1290	SPORTS
WKLJ-FMt	SPARTA	La Crosse-Eau Claire	MONROE	102.1	SPORTS
WBOG-AM	TOMAH	La Crosse-Eau Claire	MONROE	1460	CL HITS
WVRQ-AM	VIROQUA	La Crosse-Eau Claire	VERNON	1360	OLDIES
WVRQ-FMt	VIROQUA	La Crosse-Eau Claire	VERNON	107.3	OLDIES
WHTL-FM	WHITEHALL	La Crosse-Eau Claire	TREMPEALEAU	102.3	CL HITS
WRPQ-AM	BARABOO	Madison	SAUK	740	CL HITS
WRPQ-FMt	BARABOO	Madison	SAUK	99.7	CL HITS
WRJC-AM	MAUSTON	Madison	JUNEAU	1270	CTY
WRJC-FMt	MAUSTON	Madison	JUNEAU	92.9	CTY
WPVL-FM	PLATTEVILLE	Madison	GRANT	107.1	TOP 40
WDDC-FM	PORTAGE	Madison	COLUMBIA	100.1	CTY
WBDL-FM	REEDSBURG	Madison	SAUK	102.9	AC
WRDB-AM	REEDSBURG	Madison	SAUK	1400	OLDIES
WRCO-FM	RICHLAND CTR	Madison	RICHLAND	100.9	CTY
WDL5-AM	WISC DELLS	Madison	COLUMBIA	900	CTY
WBEV-AM	BEAVER DAM	Milwaukee	DODGE	1430	N/T
WRJN-FMt	KENOSHA	Milwaukee	KENOSHA	98.1	OLDIES
WRJN-AM	RACINE	Milwaukee	RACINE	1400	OLDIES
WRJN-FMt	RACINE	Milwaukee	RACINE	99.9	OLDIES
WCLB-FMt	SHEBOYGAN	Milwaukee	SHEBOYGAN	107.3	TOP 40
WCLB-AM	SHEBOYGAN FLLS	Milwaukee	SHEBOYGAN	950	TOP 40
WBEV-FMt	WATERTOWN	Milwaukee	JEFFERSON	96.1	N/T
WIBD-AM	WEST BEND	Milwaukee	WASHINGTON	1470	CL HITS
WIBD-FMt	WEST BEND	Milwaukee	WASHINGTON	101.3	CL HITS
WKCH-FM	WHITEWATER	Milwaukee	WALWORTH	106.5	CL HITS
WXCE-AM	AMERY	Minneapolis-St. Paul	POLK	1260	OLDIES
WAGN-FMt	MENOMINEE, MI	Minneapolis-St. Paul	MENOMINEE, MI	100.1	N/T
WHYB-FM	MENOMINEE, MI	Minneapolis-St. Paul	MENOMINEE, MI	103.7	CL HITS
WAQE-FM	RICE LAKE	Minneapolis-St. Paul	BARRON	97.7	HOT AC
WKFX-FM	RICE LAKE	Minneapolis-St. Paul	BARRON	99.1	CL HITS
WXCX-FM	SIREN	Minneapolis-St. Paul	BURNETT	105.7	CTY
WACD-FM	ANTIGO	Wausau-Rhineland	LANGLADE	106.1	CTY
WATK-AM	ANTIGO	Wausau-Rhineland	LANGLADE	900	CL HITS
WATK-FMt	ANTIGO	Wausau-Rhineland	LANGLADE	98.7	CL HITS
WDLB-AM	MARSHFIELD	Wausau-Rhineland	WOOD	1450	OLDIES
WIGM-AM	MEDFORD	Wausau-Rhineland	TAYLOR	1490	CTY
WIGM-FMt	MEDFORD	Wausau-Rhineland	TAYLOR	107.1	CTY
WJMT-AM	MERRILL	Wausau-Rhineland	LINCOLN	730	OLDIES
WJMT-FMt	MERRILL	Wausau-Rhineland	LINCOLN	96.3	OLDIES
WLKD-AM	MINOCQUA	Wausau-Rhineland	ONEIDA	1570	AC
WCQM-FM	PARK FALLS	Wausau-Rhineland	PRICE	98.3	CTY
WOBT-AM	RHINELANDER	Wausau-Rhineland	ONEIDA	1240	CTY
WOBT-FMt	RHINELANDER	Wausau-Rhineland	ONEIDA	101.3	CTY
WRLO-FM	RHINELANDER	Wausau-Rhineland	LANGLADE	105.3	CL ROCK
WHTQ-FM	STEVENS POINT	Wausau-Rhineland	WOOD	96.7	TOP 40
WFHR-AM	WISCONSIN RAPIDS	Wausau-Rhineland	WOOD	1320	N/T

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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