



Radio - Rate Card #4 - KENTUCKY

State By State Remnant Program

Number of Affiliates: 104

Number of Markets: 58

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	\$1,800.00	520	\$17.31	\$9,000
Package 2	10	\$1,700.00	1,040	\$16.35	\$17,000
Package 3	20	\$1,600.00	2,080	\$15.38	\$32,000
Package 4	50	\$1,500.00	5,200	\$14.42	\$75,000

Station	Market	DMA	County	Freq	Format
WKCT-AM	BOWLING GREEN	Bowling Green	WARREN	930	N/T
WKCT-FMt	BOWLING GREEN	Bowling Green	WARREN	104.1	N/T
WCLU-AM	GLASGOW	Bowling Green	BARREN	1490	N/T
WCLU-FMt	GLASGOW	Bowling Green	BARREN	103.1	N/T
WLOC-AM	MUNFORDVILLE	Bowling Green	HART	1150	CTY
WLOC-FMt	MUNFORDVILLE	Bowling Green	HART	101.7	CTY
WCMI-AM	ASHLAND	Charleston-Huntington	BOYD	1340	SPORTS
WCMI-FMt	ASHLAND	Charleston-Huntington	BOYD	93.3	SPORTS
WLGC-FM	ASHLAND	Charleston-Huntington	GREENUP	105.7	OLDIES
WGOH-AM	GRAYSON	Charleston-Huntington	CARTER	1370	CTY
WGOH-FMt	GRAYSON	Charleston-Huntington	CARTER	100.9	CTY
WKLW-FM	PAINTSVILLE	Charleston-Huntington	JOHNSON	94.7	HOT AC
WNKR-FM	DRY RIDGE	Cincinnati	GRANT	106.7	CTY
WFTM-AM	MAYSVILLE	Cincinnati	MASON	1240	SPORTS
WKID-FM	VEVAY/CARRLTN	Cincinnati	SWITZERLAND, IN	95.9	CTY
WKYA-FM	GREENVILLE	Evansville	MUHLENBERG	105.5	OLDIES
WKCM-AM	HAWESVILLE	Evansville	HANCOCK	1160	CTY
WKCM-FMt	HAWESVILLE	Evansville	HANCOCK	92.1	CTY
WSO-AM	HENDERSON	Evansville	HENDERSON	860	CL HITS
WSO-FMt	HENDERSON	Evansville	HENDERSON	96.5	CL HITS
WTTL-AM	MADISONVILLE	Evansville	HOPKINS	1310	CL HITS
WTTL-FMt	MADISONVILLE	Evansville	HOPKINS	103.5	CL HITS
WMSK-FM	MORGANFIELD	Evansville	UNION	101.3	CTY
WOMI-AM	OWENSBORO	Evansville	DAVISS	1490	TALK
WOMI-FMt	OWENSBORO	Evansville	DAVISS	99.1	TALK
WKCM-FMt	WHITESVILLE	Evansville	DAVISS	97.9	CTY
WFSR-AM	HARLAN	Knoxville	HARLAN	970	GOSPEL
WTUK-FM	HARLAN	Knoxville	HARLAN	105.1	CTY
WRIL-FM	MIDDLESBORO	Knoxville	BELL	106.3	HOT AC
WHAY-FM	WHITLEY CITY	Knoxville	MCREARY	98.3	AMERICANA
WYWY-AM	BARBOURVILLE	Lexington	KNOX	950	GOSPEL
WYWY-FMt	BARBOURVILLE	Lexington	KNOX	93.3	GOSPEL
WWAG-FMt	BEREA	Lexington	JACKSON	98.9	CTY
WCTT-AM	CORBIN	Lexington	WHITLEY	680	TALK
WCTT-FMt	CORBIN	Lexington	WHITLEY	105.3	TALK

WCYN-AM	CYNTHIANA	Lexington	HARRISON	1400	CL HITS
WHBN-AM	DANVILLE	Lexington	BOYLE	1420	CTY
WFLE-AM	FLEMINGSBURG	Lexington	FLEMING	1060	CTY
WFLE-FM	FLEMINGSBURG	Lexington	FLEMING	95.1	CTY
WZQQ-FM	HAZARD	Lexington	PERRY	97.9	ROCK
WJSN-FM	JACKSON	Lexington	BREATHITT	97.3	CTY
WZXI-AM	LANCASTER	Lexington	GARRARD	1280	TALK
WZXI-FMt	LANCASTER	Lexington	GARRARD	94.1	TALK
WZXI-FMt	LANCASTER	Lexington	GARRARD	95.5	TALK
WLAP-AM	LEXINGTON	Lexington	FAYETTE	630	N/T
WWRW-FM	LEXINGTON	Lexington	FAYETTE	105.5	CL HITS
WKDO-FM	LIBERTY	Lexington	CASEY	98.7	CTY
WFTG-AM	LONDON	Lexington	LAUREL	1400	CTY
WFTG-FMt	LONDON	Lexington	LAUREL	106.9	CTY
WWAG-FM	MCKEE	Lexington	JACKSON	107.9	CTY
WFLW-AM	MONTICELLO	Lexington	WAYNE	1360	GOSPEL
WFLW-FMt	MONTICELLO	Lexington	WAYNE	95.7	GOSPEL
WIVY-FM	MOREHEAD	Lexington	ROWAN	96.3	CL HITS
WMST-AM	MOUNT STERLING	Lexington	MONTGOMERY	1150	NOST
WMST-FMt	MOUNT STERLING	Lexington	MONTGOMERY	106.9	NOST
WRVK-AM	MOUNT VERNON	Lexington	ROCKCASTLE	1460	CTY
WRVK-FMt	MOUNT VERNON	Lexington	ROCKCASTLE	97.7	CTY
WKCA-FM	OWINGSVILLE	Lexington	BATH	97.7	CTY
WEKY-AM	RICHMOND	Lexington	MADISON	1340	CL HITS
WEKY-FMt	RICHMOND	Lexington	MADISON	92.5	CL HITS
WHVE-FM	RUSSELL SPRINGS	Lexington	RUSSELL	92.7	CL HITS
WJRS-FM	RUSSELL SPRINGS	Lexington	RUSSELL	104.9	CTY
WSEK-AM	SOMERSET	Lexington	PULASKI	910	CTY
WSFC-AM	SOMERSET	Lexington	PULASKI	1240	N/T
WSKV-FM	STANTON	Lexington	POWELL	104.9	CTY
WBRT-AM	BARDSTOWN	Louisville	NELSON	1320	CTY
WBRT-FMt	BARDSTOWN	Louisville	NELSON	97.1	CTY
WMMG-AM	BRANDENBURG	Louisville	MEADE	1140	CTY
WMMG-FM	BRANDENBURG	Louisville	MEADE	93.5	VARIETY
WTCO-AM	CAMPBELLSVILLE	Louisville	TAYLOR	1450	CL ROCK
WTCO-FMt	CAMPBELLSVILLE	Louisville	TAYLOR	106.7	CL ROCK
WVLC-FM	CAMPBELLSVILLE	Louisville	TAYLOR	99.9	CTY
WAIN-FM	COLUMBIA	Louisville	ADAIR	93.5	CTY
WIEL-AM	ELIZABETHTOWN	Louisville	HARDIN	1400	SPORTS
WIEL-FMt	ELIZABETHTOWN	Louisville	HARDIN	106.1	SPORTS
WKMO-FM	ELIZABETHTOWN	Louisville	HARDIN	99.3	CTY
WLGX-FMt	FLOYD'S KNOBS, IN	Louisville	FLOYD	95.1	HOT AC
WBRT-FMt	LEBANON	Louisville	MARION	94.9	CTY
WLBN-AM	LEBANON	Louisville	MARION	1590	OLDIES
WLSK-FM	LEBANON	Louisville	MARION	100.9	CTY
WKHG-FM	LEITCHFIELD	Louisville	GRAYSON	104.9	AC
WMTL-AM	LEITCHFIELD	Louisville	GRAYSON	870	CTY
WMTL-FMt	LEITCHFIELD	Louisville	GRAYSON	103.9	CTY
WKJK-AM	LOUISVILLE	Louisville	JEFFERSON	1080	TALK
WKRd-AM	LOUISVILLE	Louisville	JEFFERSON	790	SPORTS
WLGX-FM	LOUISVILLE	Louisville	JEFFERSON	100.5	HOT AC
WLGX-FMt	LOUISVILLE	Louisville	JEFFERSON	97.9	HOT AC
WTFX-FM	LOUISVILLE	Louisville	CLARK	93.1	HIP HOP
WKYR-FM	BURKESVILLE	Nashville	CUMBERLAND	107.9	CTY
WFKN-AM	FRANKLIN	Nashville	SIMPSON	1220	CTY
WHOP-AM	HOPKINSVILLE	Nashville	CHRISTIAN	1230	N/T
WHOP-FMt	HOPKINSVILLE	Nashville	CHRISTIAN	95.3	N/T
WNGO-AM	MAYFIELD	Paducah-Cape Girard-Harsbg	GRAVES	1320	N/T

WNGO-FMt	MAYFIELD	Paducah-Cape Girard-Harsbg	GRAVES	95.5	N/T
WYMC-AM	MAYFIELD	Paducah-Cape Girard-Harsbg	GRAVES	1430	OLDIES
WYMC-FMt	MAYFIELD	Paducah-Cape Girard-Harsbg	GRAVES	93.9	OLDIES
WNBS-AM	MURRAY	Paducah-Cape Girard-Harsbg	CALLAWAY	1340	N/T
WDXR-AM	PADUCAH	Paducah-Cape Girard-Harsbg	McCRACKEN	1450	CL HITS
WDXR-FMt	PADUCAH	Paducah-Cape Girard-Harsbg	McCRACKEN	102.5	CL HITS
WNKW-AM	NEON	Tri-Cities, TN-VA	LETCHER	1480	OLDIES
WNKW-FMt	NEON	Tri-Cities, TN-VA	LETCHER	97.5	OLDIES
WTCW-AM	WHITESBURG	Tri-Cities, TN-VA	LETCHER	920	CTY
WTCW-FMt	WHITESBURG	Tri-Cities, TN-VA	LETCHER	95.1	CTY
WXXQ-FM	WHITESBURG	Tri-Cities, TN-VA	LETCHER	103.9	AC

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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