



## Radio - Rate Card #4 - MASSACHUSETTS

### State By State Remnant Program

Number of Affiliates: 13

Number of Markets: 7

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             | \$600.00         | 65         | \$46.15       | \$3,000  |
| Package 2                                     | 10            | \$500.00         | 130        | \$38.46       | \$5,000  |
| Package 3                                     | 20            | \$400.00         | 260        | \$30.77       | \$8,000  |
| Package 4                                     | 50            | \$300.00         | 650        | \$23.08       | \$15,000 |

| Station  | Market      | DMA                     | County       | Freq  | Format |
|----------|-------------|-------------------------|--------------|-------|--------|
| WBEC-AM  | PITTSFIELD  | Albany-Schenectady-Troy | BERKSHIRE    | 1420  | N/T    |
| WBEC-FMt | PITTSFIELD  | Albany-Schenectady-Troy | BERKSHIRE    | 93.9  | N/T    |
| WEEI-AM  | BOSTON      | Boston (Manchester)     | SUFFOLK      | 850   | SPORTS |
| WSNI-FM  | KEENE, NH   | Boston (Manchester)     | CHESHIRE, NH | 97.7  | A/C    |
| WSNI-FMt | KEENE, NH   | Boston (Manchester)     | CHESHIRE, NH | 99.1  | A/C    |
| WCAP-AM  | LOWELL      | Boston (Manchester)     | MIDDLESEX    | 980   | N/T    |
| WATD-FM  | MARSHFIELD  | Boston (Manchester)     | PLYMOUTH     | 95.9  | AC     |
| WIZZ-AM  | GREENFIELD  | Springfield-Holyoke     | FRANKLIN     | 1520  | NOST   |
| WIZZ-FMt | GREENFIELD  | Springfield-Holyoke     | FRANKLIN     | 100.5 | NOST   |
| WHMP-AM  | NORTHAMPTON | Springfield-Holyoke     | HAMPSHIRE    | 1400  | N/T    |
| WHMP-FMt | NORTHAMPTON | Springfield-Holyoke     | HAMPSHIRE    | 101.5 | N/T    |
| WHLL-AM  | SPRINGFIELD | Springfield-Holyoke     | HAMPDEN      | 1450  | CTY    |
| WHLL-FMt | SPRINGFIELD | Springfield-Holyoke     | HAMPDEN      | 98.1  | CTY    |

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!**

**888-579-8088**

**[www.nationalmediaspots.com](http://www.nationalmediaspots.com)**

**[media@nationalmediaspots.com](mailto:media@nationalmediaspots.com)**