



Radio - Rate Card #4 - MICHIGAN

State By State Remnant Program

Number of Affiliates: 64

Number of Markets: 38

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	\$1,350.00	320	\$21.09	\$6,750
Package 2	10	\$1,250.00	640	\$19.53	\$12,500
Package 3	20	\$1,150.00	1,280	\$17.97	\$23,000
Package 4	50	\$1,050.00	3,200	\$16.41	\$52,500

Station	Market	DMA	County	Freq	Format
WZTK-FM	ALPENA	Alpena	ALPENA	105.7	N/T
WLBY-AM	ANN ARBOR	Detroit	WASHTENAW	1290	TALK
WPHM-AM	PORT HURON	Detroit	ST. CLAIR	1380	N/T
WKYO-AM	CARO	Flint-Saginaw-Bay City	TUSCOLA	1360	OLDIES
WWCK-AM	FLINT	Flint-Saginaw-Bay City	GENESSEE	1570	TALK
WSGW-AM	SAGINAW	Flint-Saginaw-Bay City	SAGINAW	790	N/T
WIOS-AM	TAWAS CITY	Flint-Saginaw-Bay City	IOSCO	1480	TALK
WIOS-FMt	TAWAS CITY	Flint-Saginaw-Bay City	IOSCO	106.9	TALK
WKJC-FM	TAWAS CITY	Flint-Saginaw-Bay City	IOSCO	104.7	CTY
WQLB-FM	TAWAS CITY	Flint-Saginaw-Bay City	IOSCO	103.3	CL HITS
WGHN-AM	GRAND HAVEN	Grand Rapids-Kalmzoo-B.Crk	OTTAWA	1370	OLDIES
WGHN-FMt	GRAND HAVEN	Grand Rapids-Kalmzoo-B.Crk	OTTAWA	94.9	OLDIES
WOOD-AM	GRAND RAPIDS	Grand Rapids-Kalmzoo-B.Crk	OTTAWA	1300	N/T
WTKG-AM	GRAND RAPIDS	Grand Rapids-Kalmzoo-B.Crk	OTTAWA	1230	TALK
WMAX-FM	HOLLAND	Grand Rapids-Kalmzoo-B.Crk	OTTAWA	96.1	SPORTS
WKZO-AM	KALAMAZOO	Grand Rapids-Kalmzoo-B.Crk	KALAMAZOO	590	N/T
WKZO-FMt	KALAMAZOO	Grand Rapids-Kalmzoo-B.Crk	KALAMAZOO	106.9	N/T
WKBZ-AM	MUSKEGON	Grand Rapids-Kalmzoo-B.Crk	MUSKEGON	1090	N/T
WOOD-FM	MUSKEGON	Grand Rapids-Kalmzoo-B.Crk	MUSKEGON	106.9	N/T
WCSY-FM	SOUTH HAVEN	Grand Rapids-Kalmzoo-B.Crk	VAN BUREN	103.7	CL HITS
WAGN-AM	MENOMINEE	Green Bay-Appleton	MENOMINEE	1340	N/T
WAGN-FMt	MENOMINEE	Green Bay-Appleton	MENOMINEE	100.1	N/T
WHYB-FM	MENOMINEE	Green Bay-Appleton	MENOMINEE	103.7	CL HITS
WKHM-AM	JACKSON	Lansing	JACKSON	970	NEWS
WKHM-FMt	JACKSON	Lansing	JACKSON	101.5	NEWS
WVFN-AM	LANSING	Lansing	EATON	730	SPORTS
WCHT-AM	ESCANABA	Marquette	DELTA	600	N/T
WRPP-FMt	ESCANABA	Marquette	DELTA	98.7	CL ROCK
WCCY-AM	HOUGHTON	Marquette	HOUGHTON	1400	HOT AC
WCCY-FMt	HOUGHTON	Marquette	HOUGHTON	99.3	HOT AC
WION-AM	IONIA	Marquette	IONA	1430	AC
WION-FMt	IONIA	Marquette	IONA	92.7	AC
WION-FMt	IONIA	Marquette	IONA	100.3	AC
WFXD-FMt	ISHPEMING	Marquette	MARQUETTE	97.5	CTY
WFXD-FMt	ISHPEMING	Marquette	MARQUETTE	99.9	CTY

WRPP-FM	MANISTIQUE	Marquette	SCHOOLCRAFT	92.7	CL ROCK
WFXD-FM	MARQUETTE	Marquette	MARQUETTE	103.3	CTY
WFXD-FMt	MARQUETTE	Marquette	MARQUETTE	105.1	CTY
WFXD-FMt	MARQUETTE	Marquette	MARQUETTE	103.3	CTY
WRUP-FM	MARQUETTE	Marquette	MARQUETTE	98.3	CL ROCK
WQXO-AM	MUNISING	Marquette	ALGER	1400	OLDIES
WQXO-FMt	MUNISING	Marquette	ALGER	97.7	OLDIES
WGTO-AM	CASSOPOLIS	South Bend-Elkhart	CASS	910	CL HITS
WSJM-FM	SAINT JOSEPH	South Bend-Elkhart	BERRIEN	94.9	N/T
WGTO-FMt	SOUTH BEND, IN	South Bend-Elkhart	CASS	97.1	CL HITS
WABJ-AM	ADRIAN	Toledo	LENAWEE	1490	N/T
WKJZ-FM	ALPENA	Toledo	LENAWEE	94.9	CL HITS
WBRN-AM	BIG RAPIDS	Traverse City-Cadillac	MECOSTA	1460	N/T
WBRN-FMt	BIG RAPIDS	Traverse City-Cadillac	MECOSTA	107.7	N/T
WBCM-FM	BOYNE CITY	Traverse City-Cadillac	CHARLEVOIX	93.5	CTY
WATT-AM	CADILLAC	Traverse City-Cadillac	WEXFORD	1240	N/T
WATT-FMt	CADILLAC	Traverse City-Cadillac	WEXFORD	106.1	N/T
WKAD-FM	CADILLAC	Traverse City-Cadillac	WEXFORD	93.7	SPORTS
WCBY-AM	CHEBOYGAN	Traverse City-Cadillac	CHARLEVOIX	1240	CTY
WBNZ-FM	FRANKFORT	Traverse City-Cadillac	BENZIE	92.3	SPORTS
WQON-FM	GRAYLING	Traverse City-Cadillac	CRAWFORD	100.3	CL ROCK
WMTE-FM	MANISTEE	Traverse City-Cadillac	MANISTEE	101.5	AC
WJML-AM	PETOSKEY	Traverse City-Cadillac	EMMET	1110	N/T
WGRY-FM	ROSCOMMON	Traverse City-Cadillac	ROSCOMMON	101.1	SPORTS
WCBY-FMt	SAINT IGNACE	Traverse City-Cadillac	MACKINAC	100.7	CTY
WCCW-AM	TRAVERSE CITY	Traverse City-Cadillac	GRAND TRAVERSE	1310	OLDIES
WJNL-AM	TRAVERSE CITY	Traverse City-Cadillac	GRAND TRAVERSE	1210	N/T
WJNL-FMt	TRAVERSE CITY	Traverse City-Cadillac	GRAND TRAVERSE	101.1	TALK
WTCM-AM	TRAVERSE CITY	Traverse City-Cadillac	GRAND TRAVERSE	580	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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