



Radio - Rate Card #4 - NORTH CAROLINA
State By State Remnant Program
Number of Affiliates: 124
Number of Markets: 71
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	\$2,250.00	620	\$18.15	\$11,250
Package 2	10	\$2,150.00	1,240	\$17.34	\$21,500
Package 3	20	\$2,050.00	2,480	\$16.53	\$41,000
Package 4	50	\$1,950.00	6,200	\$15.73	\$97,500

Station	Market	DMA	County	Freq	Format
WFSC-FMt	CLAYTON, GA	Atlanta	RABUN, GA	100.3	CL HITS
WWMY-FM	BCH MOUNTAIN	Charlotte	WATAUGA	102.3	CTY
WXIT-AM	BLOWING ROCK	Charlotte	WATAUGA	1200	TOP 40
WATA-AM	BOONE	Charlotte	WATAUGA	1450	N/T
WATA-FMt	BOONE	Charlotte	WATAUGA	96.5	N/T
WMMY-FMt	BOONE	Charlotte	ASHE	94.3	CTY
WXIT-FMt	BOONE	Charlotte	WATAUGA	95.3	TOP 40
WCSL-AM	CHERRYVILLE	Charlotte	GASTON	1590	CTY
WCSL-FMt	CHERRYVILLE	Charlotte	GASTON	92.3	CTY
WJSG-FM	HAMLET	Charlotte	RICHMOND	104.3	GOSPEL
WHKY-AM	HICKORY	Charlotte	CATAWBA	1290	TALK
WHKY-FMt	HICKORY	Charlotte	CATAWBA	102.3	TALK
WMMY-FM	JEFFERSON	Charlotte	ASHE	106.1	CTY
WJRI-AM	LENOIR	Charlotte	CALDWELL	1340	OLDIES
WJRI-FMt	LENOIR	Charlotte	CALDWELL	100.5	OLDIES
WLON-AM	LINCOLNTON	Charlotte	LINCOLN	1050	OLDIES
WLON-FMt	LINCOLNTON	Charlotte	LINCOLN	107.5	OLDIES
WIXE-AM	MONROE	Charlotte	UNION	1190	CTY
WIXE-FMt	MONROE	Charlotte	UNION	93.1	CTY
WHIP-AM	MOORESVILLE	Charlotte	IREDELL	1350	OLDIES
WECR-AM	NEWLAND	Charlotte	AVERY	1130	GOSPEL
WAYN-AM	ROCKINGHAM	Charlotte	RICHMOND	900	AC
WOHS-AM	SHELBY	Charlotte	CLEVELAND	1390	CTY
WOHS-FMt	SHELBY	Charlotte	CLEVELAND	101.5	CTY
WACB-AM	TAYLORSVILLE	Charlotte	ALEXANDER	860	CTY
WTLK-AM	TAYLORSVILLE	Charlotte	ALEXANDER	1570	GOSPEL
WKXR-AM	ASHEBORO	Greensboro-H.Point-W.Salem	RANDOLPH	1260	CTY
WKXR-FMt	ASHEBORO	Greensboro-H.Point-W.Salem	RANDOLPH	94.9	CTY
WBAG-AM	BURLINGTON	Greensboro-H.Point-W.Salem	ALAMANCE	1150	N/T
WBAG-FMt	BURLINGTON	Greensboro-H.Point-W.Salem	ALAMANCE	105.9	N/T
WPCM-AM	BURLINGTON	Greensboro-H.Point-W.Salem	ALAMANCE	920	SPORTS
WPCM-FMt	BURLINGTON	Greensboro-H.Point-W.Salem	ALAMANCE	104.5	SPORTS
WSML-AM	BURLINGTON	Greensboro-H.Point-W.Salem	ALAMANCE	1200	SPORTS
WSML-FMt	BURLINGTON	Greensboro-H.Point-W.Salem	ALAMANCE	95.1	SPORTS
WCOG-AM	GREENSBORO	Greensboro-H.Point-W.Salem	GUILFORD	1320	SPORTS

WCOG-FMt	GREENSBORO	Greensboro-H.Point-W.Salem	GUILFORD	93.7	SPORTS
WCOG-FMt	GREENSBORO	Greensboro-H.Point-W.Salem	GUILFORD	104.7	SPORTS
WMFR-AM	HIGH POINT	Greensboro-H.Point-W.Salem	GUILFORD	1230	SPORTS
WMFR-FMt	JAMESTOWN	Greensboro-H.Point-W.Salem	GUILFORD	104.5	SPORTS
WSJS-FMt	JAMESTOWN	Greensboro-H.Point-W.Salem	GUILFORD	104.9	SPORTS
WJRM-AM	TROY	Greensboro-H.Point-W.Salem	MONTGOMERY	1390	GOSPEL
WSJS-AM	WINSTON-SALEM	Greensboro-H.Point-W.Salem	FORSYTH	600	SPORTS
WSJS-FMt	WINSTON-SALEM	Greensboro-H.Point-W.Salem	FORSYTH	101.3	SPORTS
WYNC-AM	YANCEYVILLE	Greensboro-H.Point-W.Salem	CASWELL	1540	GOSPEL
WNCT-AM	GREENVILLE	Greenville-N.Bern-Washngtn	PITT	1070	BEACH OLD
WNCT-FMt	GREENVILLE	Greenville-N.Bern-Washngtn	PITT	102.9	BEACH OLD
WTIB-FM	GREENVILLE	Greenville-N.Bern-Washngtn	BEAUFORT	103.7	TALK
WIKS-FMt	JACKSONVILLE	Greenville-N.Bern-Washngtn	ONSLOW	105.9	HIP HOP
WSME-AM	JACKSONVILLE	Greenville-N.Bern-Washngtn	ONSLOW	1120	OLDIES
WSME-FMt	JACKSONVILLE	Greenville-N.Bern-Washngtn	ONSLOW	97.1	OLDIES
WELS-FM	KINSTON	Greenville-N.Bern-Washngtn	LENOIR	102.9	RHYM OLD
WWMC-AM	KINSTON	Greenville-N.Bern-Washngtn	LENOIR	1010	GOSPEL
WWMC-FMt	KINSTON	Greenville-N.Bern-Washngtn	LENOIR	92.9	GOSPEL
WRHT-FM	MOREHEAD CITY	Greenville-N.Bern-Washngtn	CARTERET	96.3	CTY
WIKS-FMt	NEW BERN	Greenville-N.Bern-Washngtn	CRAVEN	95.7	HIP HOP
WNOS-AM	NEW BERN	Greenville-N.Bern-Washngtn	CRAVEN	1450	N/T
WPNC-FM	PLYMOUTH	Greenville-N.Bern-Washngtn	WASHINGTON	95.9	ADULT HITS
WEGG-AM	ROSE HILL	Greenville-N.Bern-Washngtn	DUPLIN	710	GOSPEL
WEGG-FMt	ROSE HILL	Greenville-N.Bern-Washngtn	DUPLIN	100.5	GOSPEL
WEGG-FMt	ROSE HILL	Greenville-N.Bern-Washngtn	DUPLIN	100.5	GOSPEL
WIAM-AM	WILLIAMSTON	Greenville-N.Bern-Washngtn	MARTIN	900	CTY
WIAM-FMt	WILLIAMSTON	Greenville-N.Bern-Washngtn	MARTIN	97.5	CTY
WIKS-FMt	WINTERVILLE	Greenville-N.Bern-Washngtn	PITT	105.9	HIP HOP
WNOS-FMt	WINTERVILLE	Greenville-N.Bern-Washngtn	PITT	103.9	N/T
WWNC-AM	ASHEVILLE	Greenvll-Spart-Ashevl-And	BUNCOMBE	570	N/T
WBHN-AM	BRYSON CITY	Greenvll-Spart-Ashevl-And	SWAIN	1590	CTY
WBHN-FMt	BRYSON CITY	Greenvll-Spart-Ashevl-And	SWAIN	94.1	CTY
WKYK-AM	BURNSVILLE	Greenvll-Spart-Ashevl-And	YANCEY	940	CTY
WFSC-AM	FRANKLIN	Greenvll-Spart-Ashevl-And	MACON	1050	CL HITS
WFSC-FMt	FRANKLIN	Greenvll-Spart-Ashevl-And	MACON	104.9	CL HITS
WTZQ-AM	HENDERSONVILLE	Greenvll-Spart-Ashevl-And	HENDERSON	1600	NOST
WTZQ-FMt	HENDERSONVILLE	Greenvll-Spart-Ashevl-And	HENDERSON	95.3	NOST
WCAB-AM	RUTHERFORDTON	Greenvll-Spart-Ashevl-And	RUTHERFORD	590	CTY
WCAB-FMt	RUTHERFORDTON	Greenvll-Spart-Ashevl-And	RUTHERFORD	100.9	CTY
WTOE-AM	SPRUCE PINE	Greenvll-Spart-Ashevl-And	MITCHELL	1470	OLDIES
WRGC-AM	SYLVA	Greenvll-Spart-Ashevl-And	JACKSON	540	AC
WRGC-FMt	SYLVA	Greenvll-Spart-Ashevl-And	JACKSON	105.7	AC
WARR-AM	WARRENTON	Greenvll-Spart-Ashevl-And	HENDERSON	1520	URBAN
WLNC-AM	LAURINBURG	Myrtle Beach-Florence	SCOTLAND	1300	AC
WLNC-FMt	LAURINBURG	Myrtle Beach-Florence	SCOTLAND	95.1	AC
WCLN-FM	RENNERT	Myrtle Beach-Florence	ROBESON	105.7	CONT CHRIST
WDLZ-FM	MURFREESBORO	Norfolk-Portsmth-Newpt Nws	HERTFORD	98.3	AC
WWDR-AM	MURFREESBORO	Norfolk-Portsmth-Newpt Nws	HERTFORD	1080	GOSPEL
WPYB-AM	BENSON	Raleigh-Durham (Fayetvll)	HARNETT	1130	CTY
WCLN-AM	CLINTON	Raleigh-Durham (Fayetvll)	SAMPSON	1170	OLDIES
WCKB-AM	CRAVEN	Raleigh-Durham (Fayetvll)	HARNETT	780	GOSPEL
WCKB-FMt	DUNN	Raleigh-Durham (Fayetvll)	HARNETT	97.7	GOSPEL
WAZZ-AM	FAYETTEVILLE	Raleigh-Durham (Fayetvll)	CUMBERLAND	1490	TOP 40
WAZZ-FMt	FAYETTEVILLE	Raleigh-Durham (Fayetvll)	CUMBERLAND	93.5	TOP 40
WEWO-AM	FAYETTEVILLE	Raleigh-Durham (Fayetvll)	CUMBERLAND	1460	GOSPEL
WIDU-AM	FAYETTEVILLE	Raleigh-Durham (Fayetvll)	CUMBERLAND	1600	GOSPEL
WGBR-AM	GOLDSBORO	Raleigh-Durham (Fayetvll)	WAYNE	1150	N/T
WGBR-FMt	GOLDSBORO	Raleigh-Durham (Fayetvll)	WAYNE	98.3	N/T

WIZS-AM	HENDERSON	Raleigh-Durham (Fayetteville)	VANCE	1450	VARIETY
WIZS-FMt	HENDERSON	Raleigh-Durham (Fayetteville)	VANCE	100.1	VARIETY
WYRN-AM	LOUISBURG	Raleigh-Durham (Fayetteville)	FRANKLIN	1480	GOSPEL
WAGR-AM	LUMBERTON	Raleigh-Durham (Fayetteville)	CUMBERLAND	1340	GOSPEL
WMFA-AM	RAEFORD	Raleigh-Durham (Fayetteville)	HOKE	1400	GOSPEL
WKIX-FM	RALEIGH	Raleigh-Durham (Fayetteville)	WAKE	102.9	CL HITS
WPLW-AM	RALEIGH	Raleigh-Durham (Fayetteville)	WAKE	570	HOT AC
WPLW-FMt	RALEIGH	Raleigh-Durham (Fayetteville)	WAKE	92.5	HOT AC
WPTK-AM	RALEIGH	Raleigh-Durham (Fayetteville)	WAKE	850	OLDIES
WQDR-FM HD2	RALEIGH	Raleigh-Durham (Fayetteville)	WAKE	94.7	OLS
WQDR-FM HD3	RALEIGH	Raleigh-Durham (Fayetteville)	WAKE	94.7	HOT AC
WPTM-FM	ROANOKE RAPIDS	Raleigh-Durham (Fayetteville)	HALIFAX	102.3	CTY
WLHC-FM	ROBBINS	Raleigh-Durham (Fayetteville)	MOORE	103.1	OLDIES
WCPS-FMt	ROCKY MOUNT	Raleigh-Durham (Fayetteville)	EDGECOMBE	105.7	GOSPEL
WKRX-FM	ROXBORO	Raleigh-Durham (Fayetteville)	PERSON	96.7	CTY
WRXO-AM	ROXBORO	Raleigh-Durham (Fayetteville)	PERSON	1430	CTY
WTSB-FMt	SELMA	Raleigh-Durham (Fayetteville)	JOHNSTON	105.5	N/T
WLQC-FM	SHARPSBURG	Raleigh-Durham (Fayetteville)	NASH	103.1	OLDIES
WNCA-AM	SILER CITY	Raleigh-Durham (Fayetteville)	CHATHAM	1570	AC
WTSB-AM	SMITHFIELD	Raleigh-Durham (Fayetteville)	JOHNSTON	1090	N/T
WEEB-AM	SOUTHERN PINES	Raleigh-Durham (Fayetteville)	MOORE	990	N/T
WEEB-FMt	SOUTHERN PINES	Raleigh-Durham (Fayetteville)	MOORE	97.3	N/T
WEEB-FMt	SOUTHERN PINES	Raleigh-Durham (Fayetteville)	MOORE	104.1	N/T
WCPS-AM	TARBORO	Raleigh-Durham (Fayetteville)	EDGECOMBE	760	GOSPEL
WLLY-AM	WILSON	Raleigh-Durham (Fayetteville)	WILSON	1350	GOSPEL
WTAB-AM	TABOR CITY	Wilmington	COLUMBUS	1370	CTY
WENC-AM	WHITEVILLE	Wilmington	COLUMBUS	1220	GOSPEL
WTXY-AM	WHITEVILLE	Wilmington	COLUMBUS	1540	LT ROCK
WTXY-FMt	WHITEVILLE	Wilmington	COLUMBUS	103.9	LT ROCK
WLSG-AM	WILMINGTON	Wilmington	NEW HANOVER	1340	REG MEX
WLSG-FMt	WILMINGTON	Wilmington	NEW HANOVER	94.1	OLDIES

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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