



Radio - Rate Card #4 - SOUTH CAROLINA

State By State Remnant Program

Number of Affiliates: 22

Number of Markets: 15

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	\$1,200.00	110	\$54.55	\$6,000
Package 2	10	\$1,100.00	220	\$50.00	\$11,000
Package 3	20	\$1,000.00	440	\$45.45	\$20,000
Package 4	50	\$900.00	1,100	\$40.91	\$45,000

Station	Market	DMA	County	Freq	Format
WDOG-FM	ALLENDALE	Augusta-Aiken	ALLENDALE	93.5	CTY
WKSX-FM	JOHNSTON	Augusta-Aiken	EDGEFIELD	92.7	OLDIES
WRFQ-FM	CHARLESTON	Charleston, SC	CHARLESTON	104.5	CL ROCK
WSCC-FM	CHARLESTON	Charleston, SC	CHARLESTON	94.3	N/T
WVOC-AM	COLUMBIA	Columbia, SC	RICHLAND	560	N/T
WVOC-FMt	COLUMBIA	Columbia, SC	RICHLAND	103.5	N/T
WKDK-AM	NEWBERRY	Columbia, SC	NEWBERRY	1240	AC
WESC-FM	GREENVILLE	Greenvll-Spart-Ashevl-And	GREENVILLE	92.5	CTY
WCRS-AM	GREENWOOD	Greenvll-Spart-Ashevl-And	GREENWOOD	1450	N/T
WCRS-FMt	GREENWOOD	Greenvll-Spart-Ashevl-And	GREENWOOD	98.5	N/T
WLBG-AM	LAURENS	Greenvll-Spart-Ashevl-And	LAURENS	860	VARIETY
WLBG-FMt	LAURENS	Greenvll-Spart-Ashevl-And	LAURENS	104.1	VARIETY
WBCU-AM	UNION	Greenvll-Spart-Ashevl-And	UNION	1460	CTY
WBCU-FMt	UNION	Greenvll-Spart-Ashevl-And	UNION	103.5	CTY
WQUL-AM	WOODRUFF	Greenvll-Spart-Ashevl-And	SPARTANBURG	1510	CL HITS
WQUL-FMt	WOODRUFF	Greenvll-Spart-Ashevl-And	SPARTANBURG	95.9	CL HITS
WNMB-FMt	ATLANTIC BEACH	Myrtle Beach-Florence	HORRAY	95.5	CL ROCK
WZTF-FM	FLORENCE	Myrtle Beach-Florence	FLORENCE	102.9	URBAN
WLSC-AM	LORIS	Myrtle Beach-Florence	HORRAY	1240	CTY
WLSC-FMt	LORIS	Myrtle Beach-Florence	HORRAY	106.7	CTY
WNMB-AM	MYRTLE BEACH	Myrtle Beach-Florence	HORRAY	900	CL ROCK
WBHC-FM	HAMPTON	Savannah	HAMPTON	92.1	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!

888-579-8088

www.nationalmediaspots.com

media@nationalmediaspots.com