

WMUK UNDERWRITING SPOT RATES

	Spot Rate (per message)	13-week (1 change)	26-week (2 changes)	52-week (3 changes)
Weekday Rates				
Morning Drive: 5-10 am	\$65	\$60	\$55	\$50
Classical Music: 10 am-3 pm; 8-10 pm	\$26.50	\$22.50	\$20	\$17.50
Afternoon Drive: 3-8 pm	\$65	\$60	\$55	\$50
Overnight Jazz: 10 pm-5 am	\$20	\$17.50	\$15	\$12.50

Weekend Rates

Morning Eclectic: 8 am-Noon	\$65	\$60	\$55	\$50
Afternoon Music & More: Noon-10 pm	\$36.50	\$32.50	\$30	\$27.50
Overnight Jazz: 10 pm-5 pm	\$20	\$17.50	\$15	\$12.50

Package Rates

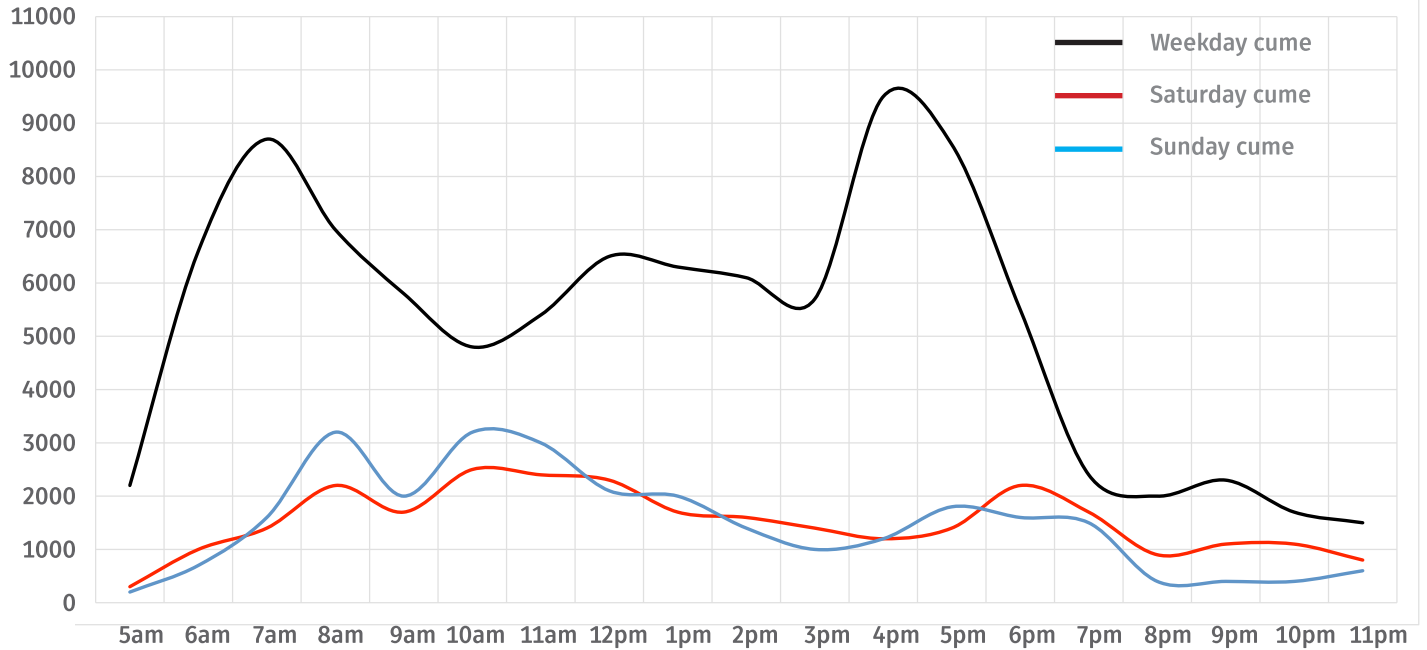
Run of Schedule (ROS)/Best Available	\$36.50	\$32.50	\$30	\$27.50
WMUK-2 Digital Streaming Rate	\$20	\$17.50	\$15	\$12.50

Prices are per announcement of your credit.
All Rates are net to station.

Add-ons available to Underwriting Package purchasers:

- Tiles in WMUK Electronic Newsletter: \$150/week [300 x 250 p]
- Tiles in WMUK website: \$150/week [300 x 250 p]
- Specific Broadcast/Program Support: 50% premium

WMUK AUDIENCE / NEILSEN LISTENERSHIP



Spot rates explained

WMUK underwriting rates are based on regular audience surveys by Nielsen Qualitative Diary Reports, which provide listener statistics for Weekdays, Saturdays and Sundays.

WMUK spot rates are determined by the number of listeners during specific times of day, such as Morning Drive, Afternoon Drive, Overnight Jazz, etc. Spot rate discounts for 13-week, 26-week, or 52-week periods are available.

Cume is short for “cumulative audience.” It is the number of different persons who listen to a station for at least five minutes during any time period.

Audience Estimates: Persons 12+ Grand Rapids Total Market

Average Cume Audience Fall 2014–Fall 2016

Data © Arbitron/Neilsen