Placement by Program

<table>
<thead>
<tr>
<th>Show</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning Edition</td>
<td>$30</td>
</tr>
<tr>
<td>All Things Considered</td>
<td>$25</td>
</tr>
<tr>
<td>Wait Wait... Don't Tell Me</td>
<td>$25</td>
</tr>
<tr>
<td>Prairie Home Companion</td>
<td>$25</td>
</tr>
</tbody>
</table>

Other program specific placement: $20 | Fixed Time placement: $35 | Selected Hour: $30

Placement by Daypart

Drive Time
- Monday-Friday, 6:00 a.m.-9:00 a.m. & 3:00 p.m.-6:00 p.m.
- $25.00

Mid-Day | Evenings | Weekends
- Monday-Friday, 9:00 a.m.-3:00 p.m. | 6:00 p.m.-12:00 midnight | Saturday-Sunday, 6:00 a.m.-12:00 midnight
- $20.00

Run of Schedule
- Monday-Sunday, 6:00 a.m.-12:00 midnight
- $15.00

Online Sponsorship

<table>
<thead>
<tr>
<th>Size</th>
<th>Quarter (15,000 imp.)</th>
<th>Half-Year (30,000 imp.)</th>
<th>Year (60,000 imp.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard, Medium Rectangle, Mobile Banner</td>
<td>$250</td>
<td>$400</td>
<td>$750</td>
</tr>
</tbody>
</table>

Questions? Call the Corporate Support Department at WV IK!

Amber Nowak
Director of Corporate Support
309-794-7745
ambernowak@wvik.org

Kathleen Hanna
Corporate Support Associate
309-794-7552
kathleenhanna@wvik.org

Contracts with weekly placements spread over 52 weeks are eligible for a 10% discount. Contracts longer than 26 weeks are eligible for an additional 10% discount if paid in advance. More specific placement and additional program options are available upon request. Premium prices are also available for fixed-time spots.

Underwriting segments on WV IK are limited to 20 seconds or about 50 words. Federal Communications rules prohibit qualitative, comparative, and promotional statements. We may not give price information or calls to action. We can tell listeners who you are, where you are located, and how to contact you, including phone numbers and email and web addresses.