



**WTKF 107.1 FM**

**WJNC 1240 AM**

Spot and Issue Advertising Rate Card Effective Through December 2017 – All Rates Gross; Subject to Change

<b>Traditional Day Parts</b>		
Monday to Friday	:60	:30
6a – 10a -----	\$19	\$14
10a – 3p -----	\$23	\$17
3p – 7p -----	\$20	\$15
7p – 12a -----	\$10	\$8
6a – 7p -----	\$22	\$17
6a – 10p -----	\$19	\$14
<b>Weekends</b> (Exclude Swap Shop)		
Saturday -----	\$15	\$10
Sunday -----	\$15	\$10

<b>Nationally Syndicated Programs</b>		
Monday to Friday	:60	:30
9a – 12p		
Brian Kilmeade -----	\$25	\$20
12p – 3p		
Rush Limbaugh -----	\$30	\$25
3p – 5p		
Sean Hannity -----	\$25	\$20
7p – 9p		
Lars Larson -----	\$10	\$8
9p – 11p		
John Bachelor -----	\$10	\$8
11p – 1a		
Jim Bohannon -----	\$10	\$8
1a – 5a		
Coast to Coast -----	\$10	\$8

<b>Talk Station Produced Programs</b>		
Local Content Programs	:60	:30
Coastal Daybreak -----	\$22	\$18
Viewpoints -----	\$22	\$18
Swap Shop -----	\$22	\$18

For more information on rates, special programs, sponsorships and other revenue generating advertisement opportunities on The Talk Station Call our sales representatives today at **252-247-7282** or email: [sales@thetalkstation.com](mailto:sales@thetalkstation.com)

**For political advertising email:**  
[ben@thetalkstation.com](mailto:ben@thetalkstation.com)

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