



All DayParts

DayPart	Buy Type	:30 High	:60 High	1:30 High	2:00 High	3:00 High	5:00 High	Sponsorship Billboard :05 High
12:00am - 06:00am : Overnight	DayPart	\$4	\$6	\$8	\$10	\$16	\$33	—
06:00am - 10:00am: Morning	DayPart	\$12	\$20	\$28	\$38	\$61	\$126	—
10:00am - 12:00pm: Mid-Morning	DayPart	\$12	\$20	\$28	\$37	\$61	\$126	—
12:00pm - 2:00pm: Mid-Day	DayPart	\$8	\$14	\$20	\$26	\$43	\$88	—
2:00pm - 4:00pm: Afternoon	DayPart	\$11	\$19	\$27	\$36	\$60	\$125	—
4:00pm - 8:00pm: Early Prime	DayPart	\$16	\$24	\$32	\$41	\$65	\$130	—
8:00pm - 12:00am: Prime	DayPart	\$12	\$20	\$28	\$39	\$61	\$126	—
ROS	DayPart	\$8	\$14	\$20	\$26	\$43	\$88	—

Kids

DayPart	Buy Type	:30 High	:60 High	1:30 High	2:00 High	3:00 High	5:00 High	Sponsorship Billboard :05 High
12:00pm - 2:00pm: Mid-Day	Avail	\$15	\$25	\$35	—	—	—	—

Nightlife

DayPart	Buy Type	:30 High	:60 High	1:30 High	2:00 High	3:00 High	5:00 High	Sponsorship Billboard :05 High
12:00am - 06:00am : Overnight	Avail	\$8	\$12	\$16	\$21	\$33	\$65	—
12:00am - 06:00am : Overnight	Sponsorship	—	—	—	—	—	—	\$64
4:00pm - 8:00pm: Early Prime	Avail	\$16	\$24	\$32	\$41	\$65	\$130	—
4:00pm - 8:00pm: Early Prime	Sponsorship	—	—	—	—	—	—	\$118

High Season: January 1st - December 31st

Local News

DayPart	Buy Type	:30 High	:60 High	1:30 High	2:00 High	3:00 High	5:00 High	Sponsorship Billboard :05 High
12:00am - 06:00am : Overnight	Adjacency	\$7	\$10	\$14	—	—	—	—
12:00am - 06:00am : Overnight	Avail	\$12	—	—	—	—	—	—
12:00am - 06:00am : Overnight	Sponsorship	—	—	—	—	—	—	\$9
12:00am - 06:00am : Overnight	Show	—	\$8	\$10	\$13	—	—	\$9
06:00am - 10:00am: Morning	Adjacency	\$20	\$34	\$48	—	—	—	—
06:00am - 10:00am: Morning	Avail	\$35	—	—	—	—	—	—
06:00am - 10:00am: Morning	Sponsorship	—	—	—	—	—	—	\$25
06:00am - 10:00am: Morning	Show	—	\$25	\$35	\$48	—	—	\$25
10:00am - 12:00pm: Mid-Morning	Adjacency	\$20	\$34	\$48	—	—	—	—
10:00am - 12:00pm: Mid-Morning	Avail	\$35	—	—	—	—	—	—
10:00am - 12:00pm: Mid-Morning	Sponsorship	—	—	—	—	—	—	\$25
10:00am - 12:00pm: Mid-Morning	Show	—	\$25	\$35	\$46	—	—	\$25
12:00pm - 2:00pm: Mid-Day	Adjacency	\$14	\$24	\$33	—	—	—	—
12:00pm - 2:00pm: Mid-Day	Avail	\$24	—	—	—	—	—	—
12:00pm - 2:00pm: Mid-Day	Sponsorship	—	—	—	—	—	—	\$18
12:00pm - 2:00pm: Mid-Day	Show	—	\$18	\$25	\$33	—	—	\$18
2:00pm - 4:00pm: Afternoon	Adjacency	\$19	\$32	\$46	—	—	—	—
2:00pm - 4:00pm: Afternoon	Avail	\$32	—	—	—	—	—	—
2:00pm - 4:00pm: Afternoon	Sponsorship	—	—	—	—	—	—	\$24
2:00pm - 4:00pm: Afternoon	Show	—	\$24	\$34	\$45	—	—	\$24
4:00pm - 8:00pm: Early Prime	Adjacency	\$27	\$41	\$54	—	—	—	—
4:00pm - 8:00pm: Early Prime	Avail	\$46	—	—	—	—	—	—
4:00pm - 8:00pm: Early Prime	Sponsorship	—	—	—	—	—	—	\$34
4:00pm - 8:00pm: Early Prime	Show	—	\$30	\$40	\$51	—	—	\$34
8:00pm - 12:00am: Prime	Adjacency	\$20	\$34	\$48	—	—	—	—
8:00pm - 12:00am: Prime	Avail	\$35	—	—	—	—	—	—
8:00pm - 12:00am: Prime	Sponsorship	—	—	—	—	—	—	\$25
8:00pm - 12:00am: Prime	Show	—	\$25	\$35	\$49	—	—	\$25
ROS	Avail	\$10	—	—	—	—	—	—
ROS	Show	—	\$18	\$25	\$33	—	—	—

High Season: January 1st - December 31st

Top 5

DayPart	Buy Type	:30 High	:60 High	1:30 High	2:00 High	3:00 High	5:00 High	Sponsorship Billboard :05 High
10:00am - 12:00pm: Mid-Morning	Adjacency	\$15	\$23	—	—	—	—	—
10:00am - 12:00pm: Mid-Morning	Avail	\$14	\$21	—	—	—	—	—
10:00am - 12:00pm: Mid-Morning	Sponsorship	—	—	—	—	—	—	\$45
4:00pm - 8:00pm: Early Prime	Adjacency	\$19	\$27	—	—	—	—	—
4:00pm - 8:00pm: Early Prime	Avail	\$17	\$24	—	—	—	—	—
4:00pm - 8:00pm: Early Prime	Sponsorship	—	—	—	—	—	—	\$57
8:00pm - 12:00am: Prime	Adjacency	\$15	\$23	—	—	—	—	—
8:00pm - 12:00am: Prime	Avail	\$14	\$21	—	—	—	—	—
8:00pm - 12:00am: Prime	Sponsorship	—	—	—	—	—	—	\$45

Destination Travel Atlanta

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
06:00am - 10:00am: Morning	Adjacency	\$25	\$25	\$50	\$50	\$75	\$75	\$100	\$100	—	—
06:00am - 10:00am: Morning	Avail	\$25	\$25	\$50	\$50	\$75	\$75	\$100	\$100	—	—
06:00am - 10:00am: Morning	Sponsorship	—	—	—	—	—	—	—	—	\$200	\$200
06:00am - 10:00am: Morning	Show	—	—	—	—	\$75	\$75	\$100	\$100	—	—
12:00pm - 2:00pm: Mid-Day	Adjacency	\$20	\$20	\$40	\$40	\$60	\$60	\$80	\$80	—	—
12:00pm - 2:00pm: Mid-Day	Avail	\$20	\$20	\$40	\$40	\$60	\$60	\$80	\$80	—	—
12:00pm - 2:00pm: Mid-Day	Sponsorship	—	—	—	—	—	—	—	—	\$100	\$100
12:00pm - 2:00pm: Mid-Day	Show	—	—	—	—	\$60	\$60	\$80	\$80	—	—
8:00pm - 12:00am: Prime	Adjacency	\$40	\$40	\$80	\$80	\$120	\$120	\$180	\$180	—	—
8:00pm - 12:00am: Prime	Avail	\$40	\$40	\$80	\$80	\$120	\$120	\$180	\$180	—	—
8:00pm - 12:00am: Prime	Sponsorship	—	—	—	—	—	—	—	—	\$250	\$250
8:00pm - 12:00am: Prime	Show	—	—	—	—	\$120	\$120	\$180	\$180	—	—

High Season: January 1st - December 31st