

BEACH



All DayParts

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
12:00am - 06:00am : Overnight	DayPart	\$4	\$2	\$7	\$3	\$9	\$4	\$11	\$6	\$18	\$9	\$36	\$18	—	—
06:00am - 10:00am: Morning	DayPart	\$14	\$7	\$24	\$12	\$33	\$17	\$41	\$20	\$67	\$34	\$139	\$69	—	—
10:00am - 12:00pm: Mid-Morning	DayPart	\$14	\$7	\$24	\$12	\$33	\$17	\$41	\$20	\$67	\$34	\$139	\$69	—	—
12:00pm - 2:00pm: Mid-Day	DayPart	\$9	\$4	\$15	\$7	\$20	\$10	\$24	\$12	\$40	\$20	\$83	\$42	—	—
2:00pm - 4:00pm: Afternoon	DayPart	\$13	\$6	\$22	\$11	\$30	\$15	\$36	\$18	\$60	\$30	\$125	\$62	—	—
4:00pm - 8:00pm: Early Prime	DayPart	\$18	\$9	\$28	\$13	\$37	\$18	\$45	\$23	\$74	\$37	\$152	\$76	—	—
8:00pm - 12:00am: Prime	DayPart	\$16	\$8	\$27	\$13	\$36	\$18	\$45	\$22	\$74	\$37	\$152	\$76	—	—
ROS	DayPart	\$10	\$5	\$17	\$8	\$23	\$12	\$28	\$14	\$47	\$23	\$97	\$49	—	—

Kids

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

Nightlife

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
12:00am - 06:00am : Overnight	Avail	\$9	\$4	\$13	\$7	\$18	\$9	\$23	\$11	\$36	\$18	\$72	\$36	—	—
12:00am - 06:00am : Overnight	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$75	\$34
4:00pm - 8:00pm: Early Prime	Avail	\$18	\$9	\$26	\$13	\$35	\$18	\$45	\$23	\$72	\$36	\$143	\$72	—	—
4:00pm - 8:00pm: Early Prime	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$135	\$64

High Season: March 1st – September 30th

Local News

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
12:00am - 06:00am : Overnight	Adjacency	\$7	\$4	\$11	\$6	\$15	\$7	—	—	—	—	—	—	—	—
12:00am - 06:00am : Overnight	Avail	\$13	\$6	—	—	—	—	—	—	—	—	—	—	—	—
12:00am - 06:00am : Overnight	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$9	\$5
12:00am - 06:00am : Overnight	Show	—	—	\$9	\$4	\$11	\$5	\$14	\$8	—	—	—	—	\$9	\$5
06:00am - 10:00am: Morning	Adjacency	\$24	\$12	\$41	\$21	\$56	\$28	—	—	—	—	—	—	—	—
06:00am - 10:00am: Morning	Avail	\$41	\$21	—	—	—	—	—	—	—	—	—	—	—	—
06:00am - 10:00am: Morning	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$30	\$15
06:00am - 10:00am: Morning	Show	—	—	\$30	\$15	\$41	\$21	\$51	\$25	—	—	—	—	\$30	\$15
10:00am - 12:00pm: Mid-Morning	Adjacency	\$24	\$12	\$41	\$21	\$56	\$28	—	—	—	—	—	—	—	—
10:00am - 12:00pm: Mid-Morning	Avail	\$41	\$21	—	—	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: Mid-Morning	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$30	\$15
10:00am - 12:00pm: Mid-Morning	Show	—	—	\$30	\$15	\$41	\$21	\$51	\$25	—	—	—	—	\$30	\$15
12:00pm - 2:00pm: Mid-Day	Adjacency	\$15	\$7	\$25	\$12	\$34	\$17	—	—	—	—	—	—	—	—
12:00pm - 2:00pm: Mid-Day	Avail	\$25	\$12	—	—	—	—	—	—	—	—	—	—	—	—
12:00pm - 2:00pm: Mid-Day	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$19	\$9
12:00pm - 2:00pm: Mid-Day	Show	—	—	\$19	\$9	\$25	\$13	\$30	\$15	—	—	—	—	\$19	\$9
2:00pm - 4:00pm: Afternoon	Adjacency	\$22	\$10	\$37	\$19	\$51	\$26	—	—	—	—	—	—	—	—
2:00pm - 4:00pm: Afternoon	Avail	\$38	\$17	—	—	—	—	—	—	—	—	—	—	—	—
2:00pm - 4:00pm: Afternoon	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$28	\$13
2:00pm - 4:00pm: Afternoon	Show	—	—	\$28	\$14	\$38	\$19	\$45	\$23	—	—	—	—	\$28	\$13
4:00pm - 8:00pm: Early Prime	Adjacency	\$30	\$15	\$45	\$22	\$60	\$30	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: Early Prime	Avail	\$51	\$25	—	—	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: Early Prime	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$38	\$19
4:00pm - 8:00pm: Early Prime	Show	—	—	\$35	\$16	\$46	\$23	\$56	\$29	—	—	—	—	\$38	\$19
8:00pm - 12:00am: Prime	Adjacency	\$27	\$13	\$45	\$23	\$62	\$31	—	—	—	—	—	—	—	—
8:00pm - 12:00am: Prime	Avail	\$45	\$23	—	—	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: Prime	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$34	\$16
8:00pm - 12:00am: Prime	Show	—	—	\$34	\$16	\$45	\$23	\$56	\$28	—	—	—	—	\$34	\$16
ROS	Avail	\$13	\$6	—	—	—	—	—	—	—	—	—	—	—	—
ROS	Show	—	—	\$21	\$10	\$29	\$15	\$35	\$18	—	—	—	—	—	—

High Season: March 1st – September 30th

Top 5

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
10:00am - 12:00pm: Mid-Morning	Adjacency	\$17	\$10	\$27	\$15	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: Mid-Morning	Avail	\$16	\$9	\$24	\$14	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: Mid-Morning	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$51	\$30
4:00pm - 8:00pm: Early Prime	Adjacency	\$21	\$12	\$29	\$16	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: Early Prime	Avail	\$19	\$11	\$26	\$15	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: Early Prime	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$63	\$36
8:00pm - 12:00am: Prime	Adjacency	\$19	\$11	\$30	\$16	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: Prime	Avail	\$17	\$10	\$27	\$15	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: Prime	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$57	\$33

Destination Travel Panama City Beach

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
06:00am - 10:00am: Morning	Adjacency	\$19	\$19	\$38	\$38	\$56	\$56	\$75	\$75	—	—	—	—	—	—
06:00am - 10:00am: Morning	Avail	\$19	\$19	\$38	\$38	\$56	\$56	\$75	\$75	—	—	—	—	—	—
06:00am - 10:00am: Morning	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$100	\$100
06:00am - 10:00am: Morning	Show	—	—	—	—	\$56	\$56	\$75	\$75	—	—	—	—	—	—
12:00pm - 2:00pm: Mid-Day	Adjacency	\$11	\$11	\$23	\$23	\$34	\$34	\$45	\$45	—	—	—	—	—	—
12:00pm - 2:00pm: Mid-Day	Avail	\$11	\$11	\$23	\$23	\$34	\$34	\$45	\$45	—	—	—	—	—	—
12:00pm - 2:00pm: Mid-Day	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$50	\$50
12:00pm - 2:00pm: Mid-Day	Show	—	—	—	—	\$34	\$34	\$45	\$45	—	—	—	—	—	—
8:00pm - 12:00am: Prime	Adjacency	\$25	\$25	\$50	\$50	\$75	\$75	\$100	\$100	—	—	—	—	—	—
8:00pm - 12:00am: Prime	Avail	\$25	\$25	\$50	\$50	\$75	\$75	\$100	\$100	—	—	—	—	—	—
8:00pm - 12:00am: Prime	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$100	\$100
8:00pm - 12:00am: Prime	Show	—	—	—	—	\$75	\$75	\$100	\$100	—	—	—	—	—	—

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