

**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 : <b>Overnight</b>	DayPart	\$4	\$2	\$7	\$3	\$9	\$4	\$11	\$6	\$18	\$9	\$36	\$18	—	—
06:00am - 10:00am: <b>Morning</b>	DayPart	\$13	\$7	\$22	\$11	\$31	\$15	\$41	\$20	\$66	\$33	\$138	\$69	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	DayPart	\$13	\$7	\$22	\$11	\$31	\$15	\$41	\$20	\$66	\$33	\$138	\$69	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	DayPart	\$8	\$4	\$13	\$7	\$18	\$9	\$24	\$12	\$40	\$20	\$83	\$41	—	—
2:00pm - 4:00pm: <b>Afternoon</b>	DayPart	\$11	\$5	\$18	\$9	\$25	\$12	\$33	\$16	\$53	\$26	\$110	\$55	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	DayPart	\$18	\$9	\$26	\$13	\$35	\$18	\$43	\$21	\$72	\$36	\$143	\$72	—	—
8:00pm - 12:00am: <b>Prime</b>	DayPart	\$15	\$7	\$24	\$12	\$34	\$17	\$45	\$22	\$73	\$36	\$151	\$76	—	—
<b>ROS</b>	DayPart	\$9	\$5	\$15	\$8	\$22	\$11	\$28	\$14	\$46	\$23	\$96	\$48	—	—

# 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: <b>Mid-Day</b>	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 : <b>Overnight</b>	Avail	\$9	\$4	\$13	\$7	\$18	\$9	\$23	\$11	\$36	\$18	\$72	\$36	—	—
12:00am - 06:00am : <b>Overnight</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$74	\$35
4:00pm - 8:00pm: <b>Early Prime</b>	Avail	\$18	\$9	\$26	\$13	\$35	\$18	\$45	\$23	\$72	\$36	\$143	\$72	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$134	\$65

*High Season: March 1<sup>st</sup> – August 31<sup>st</sup>*



# 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 : <b>Overnight</b>	Adjacency	\$7	\$4	\$11	\$6	\$15	\$7	—	—	—	—	—	—	—	—
12:00am - 06:00am : <b>Overnight</b>	Avail	\$13	\$6	—	—	—	—	—	—	—	—	—	—	—	—
12:00am - 06:00am : <b>Overnight</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$9	\$5
12:00am - 06:00am : <b>Overnight</b>	Show	—	—	\$9	\$4	\$11	\$5	\$14	\$8	—	—	—	—	\$9	\$5
06:00am - 10:00am: <b>Morning</b>	Adjacency	\$22	\$11	\$37	\$19	\$52	\$26	—	—	—	—	—	—	—	—
06:00am - 10:00am: <b>Morning</b>	Avail	\$38	\$19	—	—	—	—	—	—	—	—	—	—	—	—
06:00am - 10:00am: <b>Morning</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$28	\$14
06:00am - 10:00am: <b>Morning</b>	Show	—	—	\$28	\$14	\$39	\$19	\$51	\$25	—	—	—	—	\$28	\$14
10:00am - 12:00pm: <b>Mid-Morning</b>	Adjacency	\$22	\$11	\$37	\$19	\$52	\$26	—	—	—	—	—	—	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	Avail	\$38	\$19	—	—	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$28	\$14
10:00am - 12:00pm: <b>Mid-Morning</b>	Show	—	—	\$28	\$14	\$39	\$19	\$51	\$25	—	—	—	—	\$28	\$14
12:00pm - 2:00pm: <b>Mid-Day</b>	Adjacency	\$13	\$7	\$22	\$11	\$31	\$16	—	—	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Avail	\$23	\$11	—	—	—	—	—	—	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$16	\$9
12:00pm - 2:00pm: <b>Mid-Day</b>	Show	—	—	\$16	\$9	\$23	\$11	\$30	\$15	—	—	—	—	\$16	\$9
2:00pm - 4:00pm: <b>Afternoon</b>	Adjacency	\$18	\$9	\$30	\$15	\$42	\$21	—	—	—	—	—	—	—	—
2:00pm - 4:00pm: <b>Afternoon</b>	Avail	\$31	\$15	—	—	—	—	—	—	—	—	—	—	—	—
2:00pm - 4:00pm: <b>Afternoon</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$23	\$11
2:00pm - 4:00pm: <b>Afternoon</b>	Show	—	—	\$23	\$11	\$31	\$15	\$41	\$20	—	—	—	—	\$23	\$11
4:00pm - 8:00pm: <b>Early Prime</b>	Adjacency	\$30	\$15	\$45	\$22	\$60	\$30	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Avail	\$51	\$25	—	—	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$38	\$19
4:00pm - 8:00pm: <b>Early Prime</b>	Show	—	—	\$33	\$16	\$44	\$23	\$54	\$26	—	—	—	—	\$38	\$19
8:00pm - 12:00am: <b>Prime</b>	Adjacency	\$25	\$12	\$41	\$21	\$58	\$29	—	—	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Avail	\$42	\$21	—	—	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$31	\$15
8:00pm - 12:00am: <b>Prime</b>	Show	—	—	\$30	\$15	\$43	\$21	\$56	\$28	—	—	—	—	\$31	\$15
<b>ROS</b>	Avail	\$11	\$6	—	—	—	—	—	—	—	—	—	—	—	—
<b>ROS</b>	Show	—	—	\$19	\$10	\$28	\$14	\$35	\$18	—	—	—	—	—	—

*High Season: March 1<sup>st</sup> – August 31<sup>st</sup>*



# 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: <b>Mid-Morning</b>	Adjacency	\$16	\$10	\$25	\$14	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	Avail	\$15	\$9	\$23	\$13	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$48	\$30
4:00pm - 8:00pm: <b>Early Prime</b>	Adjacency	\$21	\$12	\$29	\$16	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Avail	\$19	\$11	\$15	—	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$63	\$36
8:00pm - 12:00am: <b>Prime</b>	Adjacency	\$18	\$10	\$27	\$15	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Avail	\$16	\$9	\$24	\$14	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$54	\$30

# Destination Travel Myrtle 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: <b>Morning</b>	Adjacency	\$19	\$19	\$38	\$38	\$56	\$56	\$75	\$75	—	—	—	—	—	—
06:00am - 10:00am: <b>Morning</b>	Avail	\$19	\$19	\$38	\$38	\$56	\$56	\$75	\$75	—	—	—	—	—	—
06:00am - 10:00am: <b>Morning</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$100	\$100
06:00am - 10:00am: <b>Morning</b>	Show	—	—	—	—	\$56	\$56	\$75	\$75	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Adjacency	\$11	\$11	\$23	\$23	\$34	\$34	\$45	\$45	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Avail	\$11	\$11	\$23	\$23	\$34	\$34	\$45	\$45	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$50	\$50
12:00pm - 2:00pm: <b>Mid-Day</b>	Show	—	—	—	—	\$34	\$34	\$45	\$45	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Adjacency	\$25	\$25	\$50	\$50	\$75	\$75	\$100	\$100	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Avail	\$25	\$25	\$50	\$50	\$75	\$75	\$100	\$100	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$100	\$100
8:00pm - 12:00am: <b>Prime</b>	Show	—	—	—	—	\$75	\$75	\$100	\$100	—	—	—	—	—	—

*High Season: March 1<sup>st</sup> – August 31<sup>st</sup>*