

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	\$10	\$5	\$12	\$6	\$19	\$10	\$34	\$17	- <u></u>	
06:00am - 10:00am: Morning	DayPart	\$16	\$8	\$27	\$14	\$38	\$19	\$47	\$23	\$77	\$38	\$136	\$68		
10:00am - 12:00pm: Mid-Morning	DayPart	\$16	\$8	\$27	\$14	\$38	\$19	\$47	\$23	\$77	\$38	\$136	\$68		
12:00pm - 2:00pm: Mid-Day	DayPart	\$8	\$4	\$14	\$7	\$19	\$10	\$23	\$12	\$38	\$19	\$68	\$34	4. 	
2:00pm - 4:00pm: Afternoon	DayPart	\$13	\$6	\$22	\$11	\$30	\$15	\$37	\$19	\$62	\$31	\$109	\$54	 -	
4:00pm - 8:00pm: Early Prime	DayPart	\$18	\$9	\$31	\$15	\$43	\$21	\$52	\$26	\$87	\$43	\$153	\$77		
8:00pm - 12:00am: Prime	DayPart	\$18	\$9	\$31	\$15	\$43	\$21	\$52	\$26	\$87	\$43	\$153	\$77	. -	
ROS	DayPart	\$10	\$5	\$17	\$9	\$24	\$12	\$29	\$15	\$48	\$24	\$85	\$43		

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			<u></u>				<u></u>	<u> </u>

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	\$5	\$15	\$8	\$21	\$11	\$26	\$13	\$43	\$22	\$77	\$38	<u></u>	<u> </u>
12:00am - 06:00am : Overnight	Sponsorship				_					_				\$75	\$39
4:00pm - 8:00pm: Early Prime	Avail	\$18	\$9	\$31	\$15	\$43	\$21	\$52	\$26	\$87	\$43	\$153	\$77		
4:00pm - 8:00pm: Early Prime	Sponsorship	_	_		_							×.———		\$135	\$63

High Season: October 15th – June 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	\$3	\$12	\$6	\$16	\$8		 -					<u></u>	
12:00am - 06:00am : Overnight	Avail	\$10	\$5		_				_	_			_		
12:00am - 06:00am : Overnight	Sponsorship													\$9	\$4
12:00am - 06:00am : Overnight	Show		_	\$9	\$4	\$13	\$6	\$15	\$8	_			_	\$9	\$4
06:00am - 10:00am: Morning	Adjacency	\$27	\$14	\$46	\$23	\$65	\$32	_	_						
06:00am - 10:00am: Morning	Avail	\$40	\$20							_		_		<u></u>	
06:00am - 10:00am: Morning	Sponsorship		_							_			_	\$34	\$18
06:00am - 10:00am: Morning	Show			\$34	\$18	\$48	\$24	\$59	\$29	_			_	\$34	\$18
10:00am - 12:00pm: Mid-Morning	Adjacency	\$27	\$14	\$46	\$23	\$65	\$32						_		
10:00am - 12:00pm: Mid-Morning	Avail	\$40	\$20						_		-		-		
10:00am - 12:00pm: Mid-Morning	Sponsorship		_						 -	_				\$34	\$18
10:00am - 12:00pm: Mid-Morning	Show		_	\$34	\$18	\$48	\$24	\$59	\$29	_	 -		_	\$34	\$18
12:00pm - 2:00pm: Mid-Day	Adjacency	\$14	\$7	\$23	\$12	\$32	\$16		_	_		_	_		
12:00pm - 2:00pm: Mid-Day	Avail	\$20	\$10		_	_							_		
12:00pm - 2:00pm: Mid-Day	Sponsorship		-						_	_	-	-		\$18	\$9
12:00pm - 2:00pm: Mid-Day	Show	-		\$18	\$9	\$24	\$13	\$29	\$15				-	\$18	\$9
2:00pm - 4:00pm: Afternoon	Adjacency	\$22	\$11	\$37	\$18	\$52	\$26		 -	_			_	<u></u>	 -
2:00pm - 4:00pm: Afternoon	Avail	\$32	\$16		_								_		
2:00pm - 4:00pm: Afternoon	Sponsorship		_	_	_	_		_	_	_			_	\$28	\$14
2:00pm - 4:00pm: Afternoon	Show			\$28	\$14	\$38	\$19	\$46	\$24			·—	_	\$28	\$14
4:00pm - 8:00pm: Early Prime	Adjacency	\$31	\$15	\$45	\$22	\$60	\$30		_	_					
4:00pm - 8:00pm: Early Prime	Avail	\$45	\$23	<u> </u>	_					_				<u></u>	 >
4:00pm - 8:00pm: Early Prime	Sponsorship		_					_		_			_	\$39	\$19
4:00pm - 8:00pm: Early Prime	Show		_	\$39	\$19	\$54	\$26	\$65	\$33	_			_	\$39	\$19
8:00pm - 12:00am : Prime	Adjacency	\$31	\$15	\$45	\$23	\$62	\$31								 .:
8:00pm - 12:00am : Prime	Avail	\$45	\$23	—				_							
8:00pm - 12:00am : Prime	Sponsorship											 -		\$39	\$19
8:00pm - 12:00am: Prime	Show			\$39	\$19	\$54	\$26	\$65	\$33					\$39	\$19
ROS	Avail	\$13	\$6								<u> </u>			<u></u>	
ROS	Show		_	\$21	\$11	\$30	\$15	\$36	\$19	_					

High Season: October 15th – June 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	\$27	\$14	\$46	\$23	** 		-		-				, 	**
10:00am - 12:00pm: Mid-Morning	Avail	\$24	\$12	\$42	\$21	-			_						
10:00am - 12:00pm: Mid-Morning	Sponsorship			- <u>-</u> -	<u></u>	<u>-</u>	·			<u></u>	<u></u> -	<u> 22 — 22</u>	<u></u> -	\$81	\$42
4:00pm - 8:00pm: Early Prime	Adjacency	\$31	\$15	\$62	\$31										
4:00pm - 8:00pm: Early Prime	Avail	\$28	\$14	\$56	\$28										
4:00pm - 8:00pm: Early Prime	Sponsorship					· — ·	-				 -			\$93	\$45
8:00pm - 12:00am: Prime	Adjacency	\$31	\$15	\$62	\$31								, ;		
8:00pm - 12:00am: Prime	Avail	\$28	\$14	\$56	\$28	- 	-		-						
8:00pm - 12:00am: Prime	Sponsorship	-		-		-			_		 -	-		\$93	\$45

Destination Travel New Orleans

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
Adjacency	\$25	\$25	\$50	\$50	\$75	\$75	\$100	\$100		_				
Avail	\$25	\$25	\$50	\$50	\$75	\$75	\$100	\$100	.—-				—	·—
Sponsorship	—								. .				\$200	\$200
Show	—	 -			\$75	\$75	\$100	\$100	 -					·
Adjacency	\$20	\$20	\$40	\$40	\$60	\$60	\$80	\$80						-
Avail	\$20	\$20	\$40	\$40	\$60	\$60	\$80	\$80		<u> </u>				·
Sponsorship													\$100	\$100
Show		ç. <u> </u>			\$60	\$60	\$80	\$80	; -				·—	· ——
Adjacency	\$40	\$40	\$80	\$80	\$120	\$120	\$180	\$180					·—	· ——
Avail	\$40	\$40	\$80	\$80	\$120	\$120	\$180	\$180	: -				: -	
Sponsorship	_										·——		\$250	\$250
Show	-	-	-	-	\$120	\$120	\$180	\$180				-		
	Adjacency Avail Sponsorship Show Adjacency Avail Sponsorship Show Adjacency Adjacency Avail Sponsorship	Adjacency \$25 Avail \$25 Sponsorship — Adjacency \$20 Avail \$20 Avail \$20 Sponsorship — Show — Adjacency \$40 Avail \$40 Sponsorship —	Adjacency \$25 \$25 Avail \$25 \$25 Sponsorship — — Show — — Adjacency \$20 \$20 Avail \$20 \$20 Sponsorship — — Show — — Adjacency \$40 \$40 Avail \$40 \$40 Sponsorship — —	Buy Type High Low High Adjacency \$25 \$50 Avail \$25 \$25 \$50 Sponsorship — — — Show — — — Adjacency \$20 \$40 Sponsorship — — — Adjacency \$40 \$40 \$80 Avail \$40 \$40 \$80 Sponsorship — — —	Buy Type High Low High Low Adjacency \$25 \$25 \$50 \$50 Avail \$25 \$25 \$50 \$50 Sponsorship — — — — Show — — — — Avail \$20 \$20 \$40 \$40 Sponsorship — — — — Adjacency \$40 \$40 \$80 \$80 Avail \$40 \$40 \$80 \$80 Sponsorship — — — — —	Buy Type High Low High Low High Adjacency \$25 \$25 \$50 \$75 Avail \$25 \$25 \$50 \$75 Sponsorship — — — — Show — — — \$75 Adjacency \$20 \$20 \$40 \$60 Avail \$20 \$20 \$40 \$60 Sponsorship — — — — Show — — — \$60 Adjacency \$40 \$40 \$80 \$80 \$120 Avail \$40 \$40 \$80 \$80 \$120 Sponsorship — — — — —	Buy Type High Low High Low High Low Adjacency \$25 \$25 \$50 \$75 \$75 Avail \$25 \$25 \$50 \$50 \$75 \$75 Sponsorship — — — — — — — Show — — — — \$75 \$75 \$75 Adjacency \$20 \$20 \$40 \$40 \$60 \$60 Avail \$20 \$20 \$40 \$40 \$60 \$60 Sponsorship — — — — — — Show — — — — — — — Adjacency \$40 \$40 \$80 \$80 \$120 \$120 Avail \$40 \$40 \$80 \$80 \$120 \$120 Sponsorship — — — — — — —	Buy Type High Low High Low High Low High Adjacency \$25 \$25 \$50 \$50 \$75 \$75 \$100 Avail \$25 \$25 \$50 \$50 \$75 \$75 \$100 Sponsorship — — — — — — — Show — — — — \$75 \$75 \$100 Avail \$20 \$20 \$40 \$40 \$60 \$60 \$80 Sponsorship — — — — — — — Show — — — — — — — — Show — — — — — — — — — Show — — — — — — — — — — — — — — — <td< td=""><td>Buy Type High Low High Low High Low High Low Adjacency \$25 \$25 \$50 \$50 \$75 \$75 \$100 \$100 Avail \$25 \$25 \$50 \$50 \$75 \$75 \$100 \$100 Sponsorship —</td><td>Buy Type High Low High <</td><td>Buy Type High Low Low High Low <t< td=""><td>Buy Type High Low High <</td><td>Buy Type High Low Low High Low <t< td=""><td>Buy Type 130 130 16</td></t<></td></t<></td></td<>	Buy Type High Low High Low High Low High Low Adjacency \$25 \$25 \$50 \$50 \$75 \$75 \$100 \$100 Avail \$25 \$25 \$50 \$50 \$75 \$75 \$100 \$100 Sponsorship —	Buy Type High Low High <	Buy Type High Low Low High Low <t< td=""><td>Buy Type High Low High <</td><td>Buy Type High Low Low High Low <t< td=""><td>Buy Type 130 130 16</td></t<></td></t<>	Buy Type High Low High <	Buy Type High Low Low High Low <t< td=""><td>Buy Type 130 130 16</td></t<>	Buy Type 130 130 16

High Season: October 15th – June 30th