



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	—	—
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	—	—
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	—	—	—	—	—	—	—	—

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	—	—
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	—	—	—	—	—	—	—	—
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	—	—	—	—	—	—	—	—	—	—	—	—
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	—	—	—	—	—	—	—	—
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	—	—	—	—	—	—	—	—	—	—	—	—
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	—	—	—	—	—	—	—	—	—	—	—	—
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	—	—	—	—	—	—	—	—	—	—	—	—	\$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

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	\$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: October 15th – June 30th