

RATE CARD

THE NEW

WCVR
1320am

EVERYTHING YOU NEED IN CENTRAL VERMONT

RATES

15 Second	0-99	100-249	250-499	500-749	750-999	1000 +
Feature	4.50	4.28	4.05	3.83	3.60	3.38
Fixed	3.90	3.71	3.51	3.32	3.12	2.93
Drive	3.20	3.04	2.88	2.72	2.56	2.40
Ros	2.80	2.66	2.52	2.38	2.24	2.10
30 Second						
Feature	5.60	5.32	5.04	4.76	4.48	4.20
Fixed	4.80	4.56	4.32	4.08	3.84	3.60
Drive	4.00	3.80	3.60	3.40	3.20	3.00
Ros	3.50	3.33	3.15	2.98	2.80	2.63
60 Second						
Feature	7.00	6.65	6.30	5.95	5.60	5.25
Fixed	6.00	5.70	5.40	5.10	4.80	4.50
Drive	5.00	4.75	4.50	4.25	4.00	3.75
Ros	4.40	4.18	3.96	3.74	3.52	3.30

ALL RATES ARE NET TO STATION

Feature Programs

AP Radio News
Central Vermont News
WCVR Sports
AG Report
Business Barometer
BBC World News
Christian Science Monitor
Dateline Montpelier

The Oldies' Show
American Country Countdown
Classical Hour
Kaleidoscope
Buyer's Seller's Corner
Ski Reports
Motor Sportsline
Weather

Weekend

The New WCVR is Everything You Need in Central Vermont

WCVR/AM 1320 is the only daily medium you need to reach this market of over 32,000 Central Vermonterers who spend more than \$250,000,000 each year.

WCVR/AM 1320 is programmed to reach the 18+ market with Central Vermont's Best Music, News, Sports, Weather, and special features.