



POLITICAL LOWEST UNIT COST AND ISSUES RATES

WYAB 103.9 FM is a political talk radio station in Jackson, Mississippi, reaching thousands of likely voters each day, which could potentially make the difference in your campaign's outcome. WYAB 103.9 FM produces five daily local talk shows, giving you or your candidate the best possible chance to make a true connection with your base and swing voters alike.

ROS (non-schedulable) M-Sun 12A-12A Rates 30s: \$6.00 net / \$7.06 gross 60s: \$7.00 net / \$8.24 gross

Weekday Rates, LUC by Daypart

6A - 10A (Local: Chip Matthews, Clay Edwards)	30s: \$15.00 net / \$17.65 gross	60s: \$17.00 net / \$20.00 gross
10A - 3P (Local: Gasser, Beckham, Natl: Kirk)	30s: \$12.00 net / \$14.15 gross	60s: \$14.00 net / \$16.50 gross
3P - 7P (Local:- Kim Wade, National: Elder)	30s: \$15.00 net / \$17.65 gross	60s: \$17.00 net / \$20.00 gross
7P - 12A (National: American Ground, Loesch)	30s: \$8.00 net / \$9.45 gross	60s: \$10.00 net / \$11.80 gross

Weekend Sat-Sun 6A-12A Rates 30s: \$8.00 net / \$9.45 gross 60s: \$10.00 net / \$11.80 gross

ISSUES/PAC ROS (non-preemptible) 12A-12A: 30s: \$15.00 net / \$17.65 gross 60s: 17.00 net / \$20.00 gross

ISSUES/PAC Weekday Rates, by Daypart

6A - 10A (Local: Chip Matthews, Clay Edwards)	30s: \$31.45 net / \$37.00 gross	60s: \$37.40 net / \$44.00 gross
10A - 3P (Local: Gasser, Beckham, Natl: Kirk)	30s: \$27.20 net / \$32.00 gross	60s: \$32.30 net / \$38.00 gross
3P - 7P (Local:- Kim Wade, National: Elder)	30s: \$31.45 net / \$37.00 gross	60s: \$37.40 net / \$44.00 gross
7P - 12A (National: American Ground, Loesch)	30s: \$17.00 net / \$20.00 gross	60s: \$20.40 net / \$24.00 gross

ISSUES/PAC Weekend Sat-Sun 6A-12A Rates 30s: \$17.00 net / \$20.00 gross 60s: \$20.40 net / \$24.00 gross

Notes: all political candidates or organizations must prepay. A minimum weekly schedule of net \$250 is requested. Candidates may add on an hour-long interview with any local WYAB talk show host for a rate of \$250 net to station.

Shorter duration interviews (up to five total minutes) are offered on a first-come, first-served basis upon request.

Political Action Committee interviews that include a call to action must pay \$250 per appearance rate, up to one hour.

**For more information, WYAB 103.9 FM at 601-879-0093
 or email info@wyab.com**