



Nashville Public Radio Rate Card

15 second messages

In almost all cases we prepare a customized plan for each underwriter. However, for planning purposes we invite you to use the following guidelines.

Specific Dayparts

Mon – Sun	Daypart	News/Talk WPLN 90.3	News/Talk WPLN 1430	Classical WFCL 91.1	3 Station Combo Rate
5A – 10A	Morning Drive	\$125	\$20	\$30	\$135
10A – 3P	Mid-day	\$60	\$20	\$25	\$85
3P – 7P	Afternoon Drive	\$100	\$20	\$30	\$115
7P – 10P	Evening	\$25	N/A	\$15	

Rotation Plans

3 Part Plan – Prime Rotator	News WPLN 90.3	News WPLN 1430	Classical WFCL 91.1	3 Station Combo Rate
Monday – Sunday *(5A – 7P) Increments of 3	\$85	\$18	\$26	\$110 (\$330)
4 Part Plan – Rotator				
Monday – Sunday **(5A – 10P) Increments of 4	\$65	\$13	\$20	\$90 (\$360)

- All rates are gross
- Non-profit bonus spots are awarded base upon inventory
- Combo Rate requires equal spot distribution among all three stations
- *Rotate spots evenly through 3 dayparts (5A – 7P)
- **Rotate spots evenly through 4 dayparts (5A – 10P)
- Specific programs, i.e. Marketplace, may be purchased at a premium rate
- Special packages and events are available, call for details
- Annual spending discounts:
 - Spend \$10,000 net and receive a 5% discount on the above rates
 - Spend \$20,000 net and receive a 10% discount on the above rates
 - Spend \$30,000 net and receive a 15% discount on the above rates

Market Engenuity is a paid solicitor representing Nashville Public Radio since 2002.