

**Advertising Rates
Effective 1-1-19**

Six-Month Agreement

Annual Agreement

Number of Stations			1	2	3	4	1	2	3	4
# Ads and Savings	1-364	365-727	4/day	10%	20%	30%	4/day	10%	20%	30%
			728/year	Savings	Savings	Savings	1456/year	Savings	Savings	Savings
WBDK	\$23.75	\$16.25	\$10.00	\$8.82	\$7.98	\$7.24	\$8.00	\$7.02	\$6.39	\$5.78
WRKU	\$21.75	\$14.25	\$9.50	\$8.37	\$7.59	\$6.89	\$7.50	\$6.57	\$5.96	\$5.42
WRLU	\$21.75	\$14.25	\$9.50	\$8.37	\$7.59	\$6.89	\$7.50	\$6.57	\$5.96	\$5.42
WSBW	\$19.50	\$12.00	\$8.79	\$7.92	\$7.18	\$6.50	\$6.75	\$6.12	\$5.56	\$5.05
103.3	\$19.50	\$12.00	\$8.79	\$7.92	\$7.18	\$6.50	\$6.75	\$6.12	\$5.56	\$5.05

[All rates are for 30- second commercials. 10 second ads are available priced at 50% of 30 second ad price. Add 100% for 60-second commercials.]

Shopping Show ad rate is the rate for 1-364 ads.

Gold Plan clients use Gold Plan Rate to schedule Shopping Show credits.

Requires ads to be run within 12 months. If the total number of agreed to ads are not used within 12 months, the advertiser agrees to pay a rate adjustment based on the actual number of ads used.

All ads air on a 24-hour rotation.

All ads are net to station.

4% government regulation fee will be added to monthly statements

AGREEMENT

I agree to run a minimum of _____ ads between _____ and _____ at a rate of _____ on _____.

I also agree to pay in advance, monthly on the last business day of the month. I also agree to pay a rate adjustment based on actual number of ads used if I cancel this agreement or fail to use total number agreed to above.

Client

Sales Representative

Business

Date

() Annual pre-payment with order earns 10% additional advertising credit

Cancellations must be accompanied by full payment of any amount due and a rate adjustment based on actual number of ads run at rates in effect at time of this agreement.

() I agree to pay with an automatic bank debit from my account on the last business day of each month for the following month of advertising.

NONDISCRIMINATION POLICY: Nicolet Broadcasting, Inc. and its stations/websites do not discriminate in advertising contract on the basis of race or ethnicity. Any provision in any order or agreement for advertising or services that purports to discriminate on the basis of race, gender, even if handwritten, typed, or otherwise made a part of this particular contract, is hereby rejected. Nicolet Broadcasting is an equal opportunity employer.

**Short Term Impact Schedule
120 Ads in 5 Days or Less**

Station

WBDK	\$10.50	\$1,260.00
WRKU	\$10.00	\$1200.00
WRLU	\$10.00	\$1,200.00
WSBW	\$ 9.00	\$1,080.00

A 4% government regulation fee is applied to all invoices.

Accepted by: _____ **Date:** _____

Business: _____ **E-mail:** _____

Mailing Address: _____

City, State, ZIP: _____

Station(s): _____

Door	County	Daily	News.com	Sales	Representative:
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() I agree to pay by credit card Credit Card Number _____ Exp
Date _____

() I agree to pay with an automatic bank debit from my account on the last business day of each month for the following month of advertising.

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