



WWGM GENERAL INFORMATION & LOCAL RATES

# WWGM

## RATE SCHEDULES

### FIXED POSITION

	CLASS AA		CLASS A	
	<i>Sign On-9:30 AM-4:00 PM</i>		<i>9:30 AM-4:00 PM Mon-Fri</i>	
	<i>Sign off, Mon-Fri</i>		<i>All day Sat-Sun</i>	
Weekly	60 second	30 second	60 second	30 second
1	\$12.00	\$9.60	\$10.00	\$8.00
7	11.50	9.20	9.50	7.60
14	11.00	8.80	9.00	7.20
21	10.50	8.40	8.50	7.00
28	10.00	8.00	8.00	6.40
Monthly Discount 15%		26 Week Discount 25%		
13 Week Discount 20%		52 Week Discount 30%		
Not Contiguous				

## ANNOUNCEMENT PACKAGES

### RUN OF SCHEDULE

All Traffic Time Spots Pre-emptible

### WEEKLY

	60 Seconds		30 Seconds
7	\$7.25	7	\$6.75
14	6.75	14	6.25
21	6.00	21	5.50

### WEEKLY IN DEPTH SATURATION

49 spots a week			
Minutes.....	\$4.50	30 seconds.....	\$4.00

10 second weather or time signals 50% minute rate  
Minimum 49 Weekly

### MONTHLY

	60 Seconds		30 Seconds
7	\$6.50	7	\$6.00
14	6.00	14	5.50
21	5.25	21	4.75

### 13 WEEKS

All Spots Must Be Used In 13 Consecutive Weeks

	60 Seconds		30 Seconds
7	\$6.25	7	\$5.75
14	5.75	14	5.25
21	5.00	21	4.50

**26 WEEKS**

All Spots Must Be Used In 26 Consecutive Weeks

60 Seconds		30 Seconds	
7	\$6.00	7	\$5.50
14	5.50	14	5.00
21	4.75	21	4.25

**52 WEEKS**

All Spots Must Be Used In 52 Consecutive Weeks

60 Seconds		30 Seconds	
7	\$5.75	7	\$5.25
14	5.25	14	4.75
21	4.50	21	4.00

**FIVE MINUTE NATIONAL OR LOCAL NEWSCAST**

Full sponsorship—Twice applicable minute rate plus \$1.50 talent.  
*Consists of sponsor identification open-close, plus two one minute commercials.*

One half sponsorship—Applicable minute rate plus \$1.00 talent.  
*Consists of sponsor identification open-close, plus one minute commercial.*

**CUSTOM PROGRAMS**

Willis Page, Conductor of the Nashville Symphony Orchestra,  
 Presents—Midday Concert.

15 minute participation

	Month	13 Weeks	26 Weeks	52 Weeks
One time weekly .....	\$36.00	\$32.00	\$28.00	\$20.00
Three times weekly .....	31.50	28.00	24.50	17.50
Five times weekly .....	27.00	24.00	21.00	15.00

*Consists of a minimum of two one-minute announcements plus opening and closing billboards.*

**FEATURETTES**

Kaleidoscope	Inside Outdoors	Health Hint
Car Care	Sports Special	Do-It-Yourself
Community Bulletin	Kitchen Korner	Book Review

*Consists of Opening Billboard . . . Feature Opening . . . Commercial . . . Program . . . and Closing Credit.*

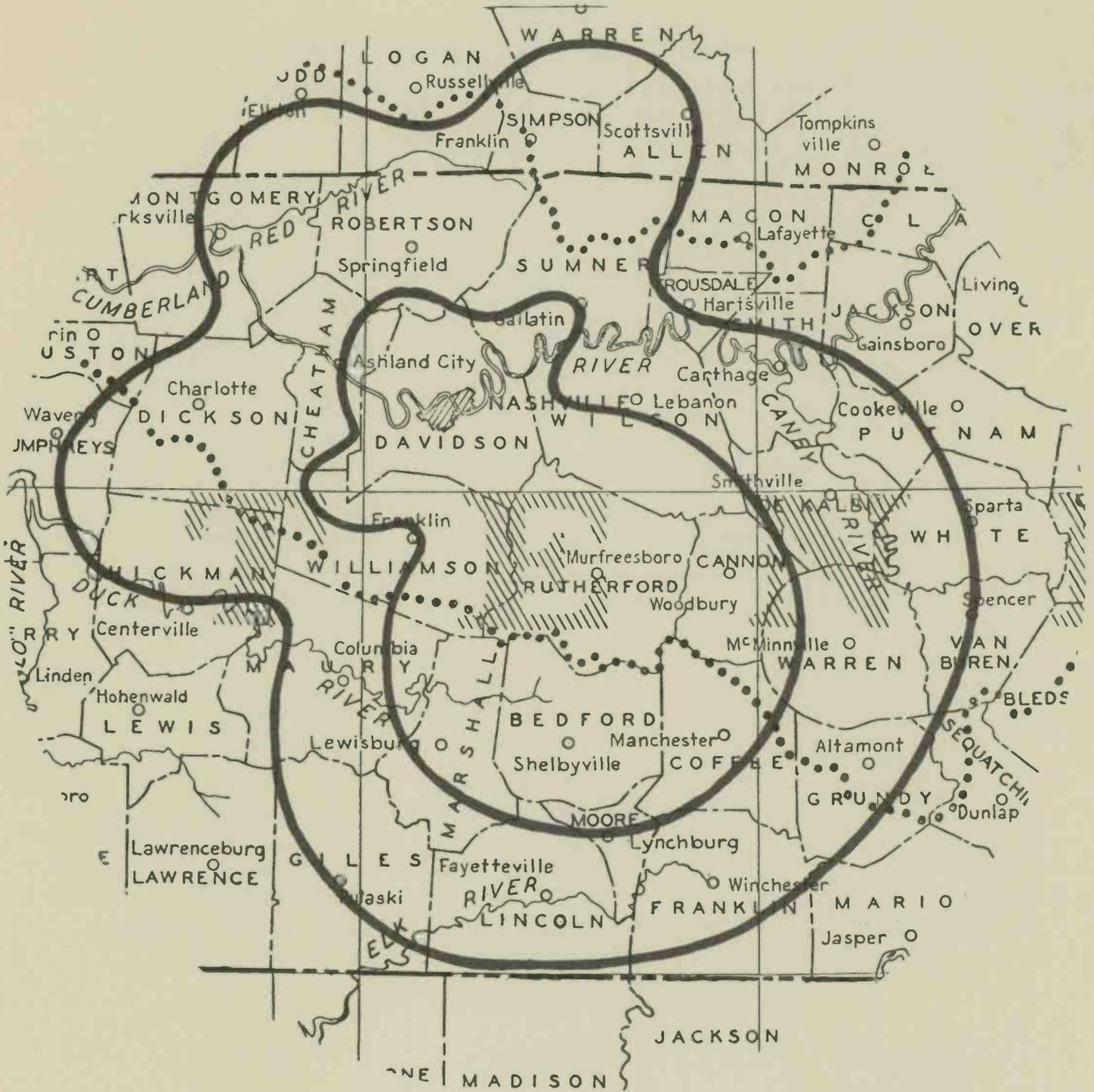
*Feature material runs between 40-60 seconds.*

*(Other featurettes specially produced and available for sponsorship)*

*Applicable 60 second announcement rate, plus 20%.*

**ALL ANNOUNCEMENTS AND PROGRAMS  
 COMBINABLE FOR FREQUENCY**

Commissions paid to recognized advertising agencies.....15% on net time



**NASHVILLE'S MOST POWERFUL INDEPENDENT STATION**

10,000 Watts at 1560 K.C.

With maximum appeal to the 19.5% of Metro-Nashville families with minimum annual incomes of \$10,000.



