

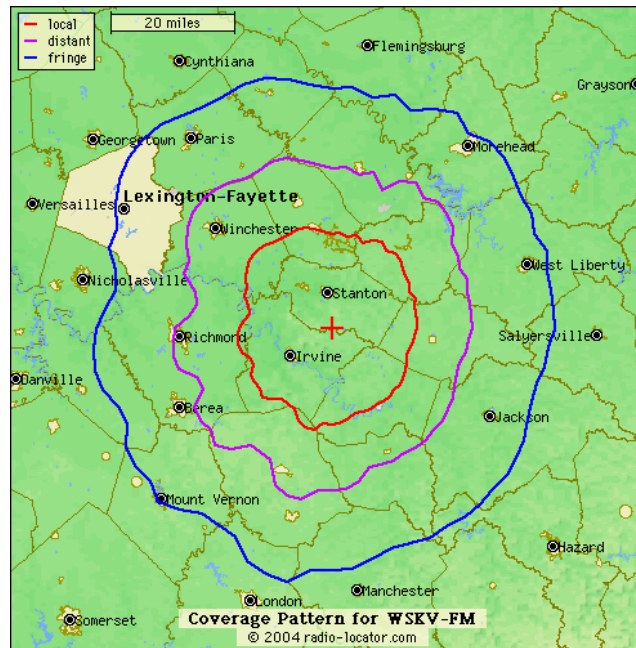
Maximum Coverage Package Rates

	Diamond (316)	Platinum (234)	Gold (169)
Spot Creation	Included	Included	Included
Radio 60sec	6 Per Week	5 Per Week	3 Per Week
Recorded 30sec 7am-7pm	6 Per Day M-SAT	3 Per Day M-Sat	2 Per Day 7 Day
Level 1	Pick a Level 1, 2 or 3	Pick a Level 1	Pick a Level 1, 2 or 3
Level 2		Pick a Level 2 or 3	
Level 3			
Level 4	Pick a Level 4		
1/2 Hr Exclusive Bluegrass Bluegrass Gospel Classic Country Current Country	1 Per Week Music Type:	1 Per Week Music Type:	2 Per Month Music Type:
Retail Value	\$1572	\$1,199	\$856
3 Month Minimum	\$1300	\$1000	\$700
6 Month Discount	\$1,170	\$900	\$630
12 Month Discount	\$1,040	\$800	\$560

Standard Package Rates

	Silver (70)	Bronze (56)	Copper (34)
Spot Creation	Included	Included	Included
Radio 30sec	3 Per Week	2 Per Week	1 Per Week
Recorded 30sec 7am-7pm	2 Per Day M-Thur	1 Per Day M-F	1 Per Day 7 Day
Level 1	Pick a Level 1 or 2	Pick a Level 1	
Level 2			
Level 3			
Level 4			
1/2 Hr Exclusive Bluegrass Bluegrass Gospel Classic Country Current Country			
Retail Value	\$567	\$338	\$226
3 Month Minimum	\$500	\$300	\$200
6 Month Discount	\$450	\$270	\$180
12 Month Discount	\$400	\$240	\$160

Coverage Map



Market Data

Reach 26 Counties

Music, Information, Family & Community

We Reach Metro Counties Clark & Madison

Our Core Demographic is the Fastest Growing

Our 24/7 Live Streaming Reaches Hundreds Daily!

Streaming to your Android device with "TuneIn Radio"

Main 606.663.2811
Line Two 606.663.2812
Line Three 606.663.2894
Fax 606.663.2895
tradio@wskvfm.com



P.O. Box 610
28 West Halls Lane
Stanton, KY 40380
www.wskvfm.com
wskv@wskvfm.com

What's on Your radio?



Stanton, Kentucky

WSKV 104.9 FM

www.wskvfm.com



Why Advertise on WSKV?

Successful businesses are *always* strong steady advertisers.

Attract new customers!

Encourage repeat business!

Grab the "on-the-go" customers!

Reach the fastest growing age group!

Boost and maintain morale!

Build your business image!

Your competitors are working hard to attract your customers. If you want to grow your sales and make more money... advertising is a necessity. The best way to do this is to know who your customers are. The majority of people in your market love bluegrass, authentic country music & talk, because this is what they were raised on.

Between 1990 and 2000, adults over 50 grew by 12.2 million. A third of the population is now over 50. They listen to the kind of music that appeals to them and WSKV plays that type of music. You can reach more of this large market when your message is heard on WSKV, because the majority of people in your area prefer real country and bluegrass music.

When you advertise on WSKV radio you are buying an audience. To be successful, you need to buy the right audience. Many WSKV listeners are in the mature age group. Baby boomers have more money to spend, because their children are grown, their home is paid for and many of them have two incomes.

PER SPOT PRICING

Spots	60 Sec.	30 Sec.	15 Sec.
Recorded (best available)	\$7.50	\$5.50	\$3.50
Tradio (best available)	\$15.75	\$13.50	\$11.25

Specific Air Time Add \$2.00 per spot

Block Air Time	1 Hour	30 Min.	15 Min.
Info - Church - Music	\$70.00	\$50.00	\$40.00

Quoted price is prerecorded requiring no live air or production

Level 5 Sponsorship (High Mention, year contract) \$510 per mo.

Time Check - Streaming - Temperature - Request Line

Level 4 Sponsorship (Exclusive 3 per day) \$600 per mo.

Community Bulletin Board

Obituaries

Church Bulletin Board

Livestock Report

Level 3 Sponsorship (Exclusive 2 per day) \$375 per mo.

Outdoorsman Package

Family Minute

Across Kentucky

Answers in Genesis

Level 2 Sponsorship (Specific Show or 1 per day) \$200 per mo.

Gospel Hour

Bluegrass to the Bone

Great Stuff

Into the Blue

Nice to Know

Mike Reed

News Block

Moore Country Countdown

CCT News

Main Street Bluegrass

Get Up N Go

Late Nite Live

Level 1 Sponsorship (3 Times per week moving) \$100 per mo.

Weather Reports - KNN News - School Closings

Creation Costs (waived on purchases over \$150)

Spot Creation Cost 60,30,15 Sec.

Script \$15.00

Script & Recording \$30.00

Script, Recording & Imaging \$45.00

**WSKV is Streaming 24/7 on
www.wskvfm.com**



Seasons Greetings

Advertising Packages



FOUR WAYS TO CELEBRATE WITH HOLIDAY ADS

3 Holiday Spots Package	(45) Thirty Sec. Holiday Spots Played the Week Prior to 3 Holidays (15per)	\$216.00
3 Holiday Greetings Package	(45) Fifteen Sec. Greetings Played the Week Prior to 3 Holidays (15per)	\$135.00
Single Holiday Spots	(15) Thirty Sec. Holiday Spots Played the Week Prior to Holiday	\$80.00
Single Holiday Greetings	(15) Fifteen Sec. Greetings Played the Week Prior to Holiday	\$50.00

Remote Broadcast

(50) 30sec Recorded Promotional Spots the Week Prior

(5) 60sec Premium Spots the Week Prior

(4) 60sec Premium Spots the Day Of

WSKV Will Provide Give-A-Ways, Prize Packs & Ale-8-one Products
Onsite Broadcasts from the WSKV '50 Chevy Truck (available upon request)

Special Package Pricing

2 Hour Onsite..... \$475

Each Additional Hour.....\$150

Total Retail Value for 2 Hour Remote package Including Promotional Spots \$987



Sponsor the Live Broadcast of Powell County Sports September through May for only \$185.00 a Month



NOTE: Spots can only be changed monthly. All spots are prerecorded unless otherwise specified. Any purchase under \$150 is subject to creation costs each month. All packages are priced per month. Package discounts are based on 3, 6 or 12 month contracts. Early termination of a contract may result in additional fees.