



WHCO MEDIA KIT

WHCO has served Southwestern Illinois and Southeastern Missouri for over 50 years. Recently we went back to our roots. When the station signed on back in January of 1955, country and western hits filled the airwaves along with staple local news and sports, establishing WHCO as the region's Heritage Radio Station.

Today, the tradition continues. July 5th 2008 WHCO again began broadcasting REAL COUNTRY. Traditional classic country ranging from 1965 to 1995 norm, featuring today's legends as well.

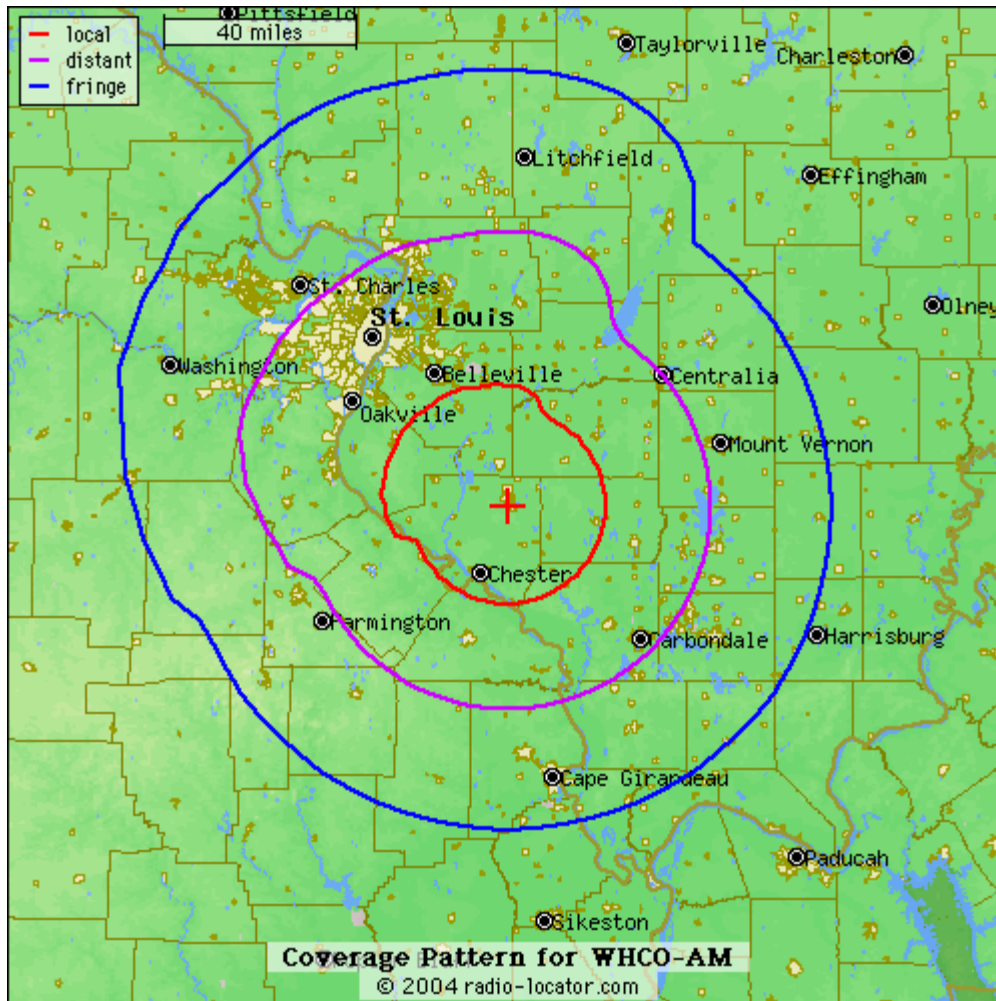
WHCO retains its dominance as the News and Sports leader with un-paralleled coverage thru the resources of CBS News, Illinois Radio Network, MissouriNet, Illinois and Missouri Farm Bureaus and Ag News from the Brownfield Network.

High School, College and Professional sports coverage of The StLouis Cardinals, StLouis Blues, University Of Illinois, Southern Illinois University and Missouri State University.

In the next few pages, you will find information including coverage, rate card, seasonal promotions and contact information.

I again thank you for your interest in REAL COUNTRY – WHCO.

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2008-2009 RATE CARD

BEST TIME AVAILABLE

5am-midnight
Below are
:30 ads

1 Week Flight

10	10.00	100.00
20	9.50	190.00
30	9.00	270.00
40	8.50	340.00
50	8.00	400.00
60	7.50	450.00
80	7.00	560.00
100	6.50	650.00
120	6.00	720.00

13 Consecutive Weeks

3	10.00	30.00
6	9.50	57.00
9	9.00	81.00
12	8.50	102.00
15	8.00	120.00
18	7.50	135.00
36	7.00	252.00

26 Consecutive Weeks

3	9.00	27.00
6	8.50	48.00
9	8.00	72.00
12	7.50	90.00
15	7.00	105.00
18	6.50	117.00
36	6.00	216.00

52 Consecutive Weeks

3	8.00	24.00
6	7.50	45.00
9	7.00	63.00
12	6.50	78.00
15	6.00	90.00
18	5.50	99.00
36	5.00	180.00

GUARANTEED DAYPARTS

PREMIUM

Mon-Fri 6:00-12:00pm
:30 12.00 :60 17.50

AAA

Mon-Fri 12:00pm-6:00pm
:30 11.00 :60 15.50

AA

Mon-Fri 5:00am-Midnite
Sat 6:00am-6:00pm
:30 7.50 :60 10.00

A

Mon-Sat 6:00pm-Midnite
:30 6.00 :60 8.00

B

Sat-Sun 24 hours per day
:30 4.00 :60 5.00

LIVE REMOTES

\$200.00 per hour
Includes 25 :30 spots
per hour purchased