



Radio Poder 98.3 FM Underwriting Rate Card 2020

Underwriting Spot (UW)

Basic Underwriting Spot price is \$ 12.00 per mention.

Radio Poder offers a program of discounts when contract is for terms. (See chart)

# Spots p/ 1 Week	20 Weeks	# Spots p/ 21 Weeks	21 – 35 weeks (-5%)	# Spots p/ 36 Weeks	36 -50 weeks (-10%)	# Spots p/ Year	Full Year (-15%)
1	\$ 240.00	21	\$ 239.40	36	\$ 388.80	52	\$ 530.40
2	\$ 384.00	42	\$ 478.80	72	\$ 777.60	104	\$ 1,060.80
3	\$ 576.00	63	\$ 718.20	108	\$ 1,166.40	156	\$ 1,591.20
4	\$ 768.00	84	\$ 957.60	144	\$ 1,555.20	208	\$ 2,121.60
5	\$ 960.00	105	\$ 1,197.00	180	\$ 1,944.00	260	\$ 2,652.00
6	\$ 1,152.00	126	\$ 1,436.40	216	\$ 2,332.80	312	\$ 3,182.40
7	\$ 1,344.00	147	\$ 1,675.80	252	\$ 2,721.60	365	\$ 3,712.80

- Exclusive Show Sponsorship – Spot Placement

Radio Poder will charge \$ 1 (One dollar) for spot when the client request to run the spot at specific time or during specific show.

- Frequent Script Changes

Changing a script involves re-recording spots and other administrative follow up by Radio Poder. One script/message change will be allowed per month. For more frequent updates (weekly, biweekly, for example) there will be a \$1 per spot surcharge.

- Special Events Buys: Short “Flights” of Spots

A short run of spots is called a Flight of Spots (to promote an upcoming event, for example). The base rate is \$12.00 per mention. Our program of discounts may apply.

Enhanced Public Service Announcements (EPSA)

Basic EPSA spot price is \$ 15.00 per mention.

- This type of advertising is **ONLY** for Public/Governmental or Non-Profit Entities (FCC Rule).

- They may contain No Call to Action. Other restrictions apply as well. Check our program of discounts.

# Spots p/ 1 Week	20 Weeks	# Spots p/ 21 Weeks	21 – 35 weeks (-5%)	# Spots p/ 36 Weeks	36 -50 weeks (-10%)	# Spots p/ Year	Full Year (-15%)
1	\$ 300.00	21	\$ 299.25	36	\$ 486.00	52	\$ 663.00
2	\$ 600.00	42	\$ 598.50	72	\$ 972.00	104	\$ 1,326.00
3	\$ 900.00	63	\$ 897.75	108	\$ 1,458.00	156	\$ 1,989.00
4	\$ 1,200.00	84	\$ 1,197.00	144	\$ 1,944.00	208	\$ 2,652.00
5	\$ 1,500.00	105	\$ 1,496.25	180	\$ 2,430.00	260	\$ 3,315.00
6	\$ 1,800.00	126	\$ 1,795.50	216	\$ 2,916.00	312	\$ 3,978.00
7	\$ 2,100.00	147	\$ 2,094.75	252	\$ 3,402.00	365	\$ 4,653.75