



RATE CARD

PLEASE INQUIRE ABOUT OUR SPECIAL PACKAGES!

t: 718.331.1600
f: 718.331.1647
 info@redsquaremedia.com

www.RedSquareMedia.com

* Production cost not included in price may vary.

* All times are shown in Eastern Standard Time.

* Radio 87.7FM reserves the right to modify programming without prior notice.

* Prize Giveaway includes 2 announcements.

* All orders must be prepaid 3 days prior to broadcasting start day.

* No discount will be applied toward Ad-Lib (Live Read).

* Failure to notify of cancellation 3 days prior to the scheduled broadcasting is a subject to charge.

PRODUCTS NAME	AD UNIT	MONDAY THROUGH FRIDAY											FRIDAY NIGHT
		5-6AM	6-8AM	8-10AM	10-11AM	11-2PM	2-3PM	3-5PM	5-6PM	6-7PM	7-8PM	8PM-3AM	
COMMERCIAL	5 SEC	\$20.00	\$30.00	\$30.00	\$20.00	\$20.00	\$20.00	\$20.00	\$30.00	\$30.00	\$30.00	\$20.00	
COMMERCIAL	10 SEC	\$35.00	\$50.00	\$50.00	\$35.00	\$35.00	\$35.00	\$35.00	\$50.00	\$50.00	\$50.00	\$35.00	
COMMERCIAL	15 SEC	\$40.00	\$70.00	\$70.00	\$40.00	\$40.00	\$40.00	\$40.00	\$70.00	\$70.00	\$70.00	\$40.00	
COMMERCIAL	30 SEC	\$87.70	\$125.00	\$125.00	\$87.70	\$87.70	\$87.70	\$87.70	\$125.00	\$125.00	\$125.00	\$87.70	
COMMERCIAL	45 SEC	\$95.00	\$185.00	\$185.00	\$95.00	\$95.00	\$95.00	\$95.00	\$185.00	\$185.00	\$185.00	\$95.00	
COMMERCIAL	60 SEC	\$125.00	\$225.00	\$225.00	\$125.00	\$125.00	\$125.00	\$125.00	\$225.00	\$225.00	\$225.00	\$125.00	
AD-LIB	30 SEC	\$135.00	\$200.00	\$135.00	\$90.00	\$90.00	\$90.00	\$90.00	\$135.00	\$135.00	\$135.00	\$90.00	
AD-LIB	60 SEC	\$240.00	\$300.00	\$240.00	\$135.00	\$135.00	\$135.00	\$135.00	\$240.00	\$240.00	\$240.00	\$135.00	
INFOMERCIAL	2 MIN	\$330.00	\$400.00	\$330.00	\$200.00	\$200.00	\$200.00	\$200.00	\$330.00	\$330.00	\$330.00	\$200.00	
INFOMERCIAL	5 MIN	\$650.00	\$700.00	\$650.00	\$450.00	\$400.00	\$350.00	\$350.00	\$650.00	\$650.00	\$650.00	\$350.00	
TALK SHOW	10 MIN	N/A	N/A	N/A	\$800.00	\$750.00	\$750.00	\$750.00	N/A	N/A	N/A	\$560.00	

PROGRAM SPONSORSHIP

SEGMENT (RUBRIKA) 2X15 SEC	N/A	N/A	\$150.00	\$100.00	\$90.00	\$90.00	\$90.00	\$140.00	\$140.00	\$140.00	\$90.00
SHOW 3X30 SEC 1HR	\$450.00	\$450.00	\$375.00	\$300.00	\$300.00	\$250.00	\$300.00	\$375.00	\$375.00	\$375.00	\$200.00
SHOW SPONSOR	\$650.00	\$650.00	\$700.00	\$500.00	\$500.00	\$300.00	\$550.00	\$700.00	\$700.00	\$700.00	\$450.00
PRIZE GIVEAWAY 2X30 SEC	\$150.00	\$150.00	\$140.00	\$100.00	\$90.00	\$100.00	\$100.00	\$140.00	\$140.00	\$140.00	\$90.00
LIVE BROADCAST 1 HR+20 AD LIBS	N/A	N/A	N/A	\$2000.00	\$2,000.00	\$2,000.00	N/A	N/A	N/A	N/A	N/A
LIVE BROADCAST 30 MIN+20 AD LIBS	N/A	N/A	N/A	\$1,500.00	\$1,500.00	\$1,500.00	N/A	N/A	N/A	N/A	N/A
LIVE BROADCAST 1 HR+10 AD LIBS	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$1,000.00

NEWS, TIME, WEATHER & TRAFFIC

4X15 SEC PER DAY/ 7AM - 8PM

1 WEEK ALTERNATE HOURS

\$1,100.00

2 WEEKS ALTERNATE HOURS

\$2,150.00

4 WEEKS ALTERNATE HOURS

\$4,000.00