

# Door County Daily News.com

Nicolet Broadcasting, Inc. 30 N 18th Ave Ste 8, Sturgeon Bay, WI 54235 (920) 746-9430  
9341 Spring Road 18B, Fish Creek, WI 54212 (920) 868-2301

**WBDK**  
**96.7FM**  
60's 70's 80's  
SOUTHERN DOOR

**WRKU**  
**102.1FM**  
CLASSIC HITS

**WRLU**  
**104.1FM**  
COUNTRY

**WSBW**  
**105.1FM**  
60's 70's 80's  
NORTHERN DOOR

## ADVERTISING RATES Effective 10/01/2010

	WBDK	WRKU	WRLU	WSBW
1-99 ads	\$20.50	\$18.00	\$18.00	\$15.50
100-364 ads	\$15.50	\$13.00	\$13.00	\$10.50
364 ads	\$13.00	\$10.50	\$10.50	\$8.00

[All rates are for 30- second commercials. Add 75% for 60- second commercials.]

*Shopping Show* advertising credits are charged at the 1-99 rate  
unless client has a 4/day annual on at least one station.

Requires ads to be run within 12 months. If the total number of agreed to ads are not used within 12 months, the advertiser agrees to pay a rate adjustment based on the actual number of ads used.

All ads air on a 24-hour rotation.

Add 10% for scheduling between 5AM and midnight.

Add 25% for specific times and news, weather and program sponsorships.

All ads are net to station.

4% government regulation fee will be added to monthly statements

### BULK AGREEMENT

I agree to run a minimum of \_\_\_\_\_ ads between \_\_\_\_\_ and \_\_\_\_\_ at a rate of \_\_\_\_\_ on \_\_\_\_\_. I also agree to pay no later than the 10<sup>th</sup> of the month following broadcast. I also agree to pay a rate adjustment based on actual number of ads used if I cancel this agreement or fail to use total number agreed to above.

\_\_\_\_\_  
Client

\_\_\_\_\_  
Sales representative

\_\_\_\_\_  
Business

\_\_\_\_\_  
Date

- ( ) Monthly pre-payment earns 5% additional advertising credit  
( ) Annual pre-payment with order earns 10% additional advertising credit

**Cancellations must be accompanied by full payment of any amount due and a rate adjustment based on actual number of ads run at rates in effect at time of this agreement.**