



# On the Farm Radio



## RATE CARD

Effective October 1, 2022

Standard Commercial Radio Network Rates		
	Longer than 1-month ad campaign	Shorter than 1-month ad campaign
Sponsorship cost per day	\$236	\$315

### Notes:

- Minimum commercial run is four days.
- All radio spots are 30-seconds in length on commercial radio stations
- "Underwriter announcements" for non-commercial and public radio stations must meet certain criteria including length and content (as required by FCC)
- Our program is currently broadcast daily on more than 85 affiliated radio stations. This means sponsorship rates can run as little as \$2.77 per station per day. Many stations air it twice or even three times a day, reducing your costs even further.
- Free copy writing and studio production services are included for all radio commercials
- Include a banner ad on our web site for an additional \$140.00 per month. Includes front page, news page, and weather page.
- Include a banner in our weekly e-mail newsletter (approx. 300 subscribers) for only \$22.00 per week.
- We reserve the right to refuse commercials deemed by us as inappropriate for our program or for a family-oriented listening audience
- Significant discount for annual sponsorships (e-mail us for details - [jeff@onthefarmradio.com](mailto:jeff@onthefarmradio.com))