

Rate Comparison



SILVER

	MAIN and WPVM	WCQS	WNCW	Asheville.com
Package	Silver Membership	The Classic Car	Weekday Package	Text Only
Price	\$100	\$322	\$2,160	\$300 - \$540
# of Weeks	13 weeks	13 weeks	12 weeks	12 weeks
Radio Mentions per week	3 mentions during top 10 shows	1 mention during classical programming, 10 word credit	5 mentions @ 40 words	No radio presence
Web Display	Light rotation banner link on www.main.nc.us www.wpvm.org www.sustainablewnc.org	Link on business support page with 50 - 100 word description of service considered spotlight	No mention of website links	Text listing and 50-word description + \$5 for text link
Audience	www.main.nc.us : 500,000 visitors per month WPVM: 80,000 visitors per month and WPVM broadcast audience	Unrated	146,000 visitors per month on wncw.org	Asheville.com : 300,000 page requests per month

GOLD

	MAIN and WPVM	WCQS	WNCW	Asheville.com
Package	Gold Membership	Car Pool Package	Total Audience Package	Directory Banner
Price	\$250	\$382	\$300/ per one week	\$75-\$250 per 4 weeks
# of Weeks	13 weeks	13 weeks	\$3,600 / 12 weeks	\$225- \$750/ 12 weeks
Radio Mentions per week	5 mentions per week during top 10 shows	1 per week during NPR news with 2 other underwriters, 10 word credit each	10 per week @ 40 words	No radio presence
Web Display	Medium rotation banner link on www.main.nc.us www.wpvm.org www.sustainablewnc.org	Link on business support page with 50 - 100 word description of their service considered for underwriters spotlight	No mention of website links	Banner ad in directory category with link to your web site
Audience	www.main.nc.us : 500,000 visitors per month WPVM: 80,000 visitors per month and WPVM broadcast audience	Unrated	146,000 unique visitors per month	Asheville.com : 300,000 page requests per month

PLATINUM

	MAIN and WPVM	WCQS	WNCW	Asheville.com
Package	Platinum Membership	Total Audience Pass	Full Exposure Package	Homepage Banner
Price	\$500	\$132/ week	\$500/ week	\$575/ 4 weeks
# of Weeks	13 weeks	\$1,584 / 12 weeks	\$3,600 / 12 weeks	\$1,725/ 12 weeks
Radio Mentions per week	10 mentions per week during top 10 shows	4 per week: 2 during drive time, 1 in classical programming, and 1 in Total Program rotation	18 per week @ 40 words	No radio presence
Web Display	Heavy rotation banner link on www.main.nc.us www.wpvm.org www.sustainablewnc.org	Link on business support page with 50 - 100 word description of their service considered for underwriters spotlight	No mention of website links	Banner ad on homepage with link to your web site
Audience	www.main.nc.us : 500,000 visitors per month WPVM: 80,000 visitors per month and WPVM broadcast audience	Unrated	146,000 visitors per month	Asheville.com : 300,000 page requests per month