



FUN 92.7

funradio

Media Kit

Media Kit

ADVERTISING RATES



MONDAY-SATURDAY 6a-7p

Maximize your reach during our prime listening times with equal placement in all day parts.

Length/Number of Commercials Per Week/Rate Per Commercial

| | 1-5 | 6-10 | 11-15 | 16-20 | 21+ |
|-----------|---------|---------|---------|---------|---------|
| 60-second | \$25.00 | \$20.00 | \$16.00 | \$15.00 | \$14.00 |
| 30-second | \$18.00 | \$15.00 | \$13.00 | \$12.00 | \$10.00 |

MONDAY-FRIDAY 6a-9a

Specific placement in morning drive time.

Length/Rate Per Commercial

| | 1-5 | 6-10 | 11-15 | 16-20 | 21+ |
|-----------|---------|---------|---------|---------|---------|
| 60-second | \$30.00 | \$28.00 | \$20.00 | \$18.00 | \$15.00 |
| 30-second | \$25.00 | \$20.00 | \$18.00 | \$15.00 | \$12.00 |

SUNDAY FUN DAY

8 Sponsorships available.

Four 30 second commercials per show.

\$20.00 per week. 12 week minimum requirement.

MIDNIGHT – 6A

(NO MINIMUM COMMERCIAL REQUIREMENTS)

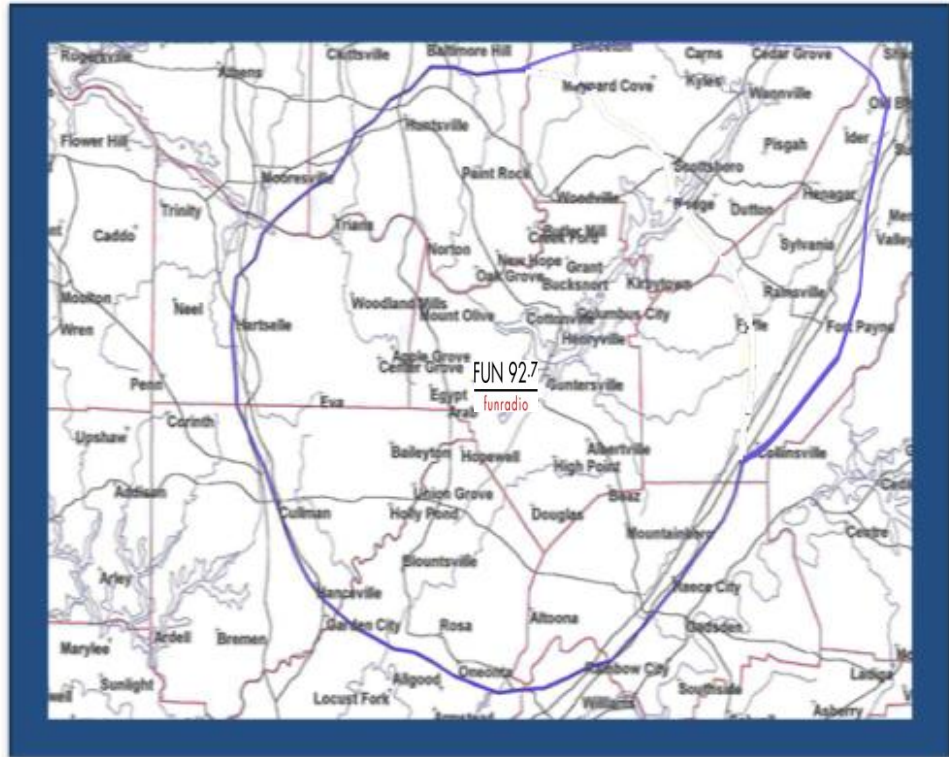
| LENGTH | RATE |
|--------|-------------|
| 60 sec | \$3.00 each |
| 30 sec | \$1.00 each |

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Agencies receive 15% commission on these gross rates. Advertisers not represented by an agency receive our award-winning copy-writing and production services at no additional charge. Special production services available at \$50/hour. Additional talent fee of \$50 per hour for specific talent. Contact your FUN 92.7 Account Executive for information.

Coverage Map



PRIMARY LISTENING AREA

Transmitting from atop Brindlee Mountain, 20 minutes south of Huntsville AL, FUN 92.7 FM encompasses an eight county primary listening area of over 350,000 people. Operating at 6000 watts, the full power Class A FM covers Madison, Marshall, Morgan, DeKalb, Jackson, Blount, Etowah and Cullman counties. FUN 92-7 FM is one of the “most listened” area stations online.

ABOUT US

Staffed by professionals with major market savvy and experience, FUN 92.7 offers outstanding, targeted, local programming; comprehensive marketing strategies; award-winning copy writing; and state-of-the-art production facilities.

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SPONSORSHIPS



LOCAL NEWS

Local news from the Fun Media Group News Center weekday mornings at 5:00am, 6:00am, 7:00am, 8:00am, Midday 11:50am, and Afternoons at 3:50pm and 4:50pm. Sponsorship includes a 10 sec. tag at the end of the newscast followed by your custom commercial message.

\$200 per month (30 second commercial)

\$250 per month (60 second commercial)

WEATHER

Meteorologist James Paul Dice provides listeners with up-to-the minute breaking weather information and the current Forecast every hour. Sponsorship includes a 10 sec. tag at the end of the forecast followed by your custom commercial message.

\$175 per month (30 second commercial)

\$225 per month (60 second commercial)

SPORTS REPORTS

A daily weekday sports report at 6:05am – 8:05am during the Fun House Morning Show Monday-Friday. Sponsorship includes a live open and close mention and your custom commercial message.

\$100 per month (30 second commercial)

\$125 per month (60 second commercial)

“JOKE OF THE DAY”

A little laugh to get you going! Each weekday morning at 7:50am on the Fun House Morning Show. Sponsorship includes a live open and close mention, your custom commercial message plus 2 additional commercials during the day.

\$150 per month (30 second commercial)

\$200 per month (60 second commercial)

THE "FUN HOUSE"

Michael St. John Hosts Brad & Ashley

Information:

National News from FOX
News Local News with Ed
Fairbanks in the Fun
Virtual News Center,
Weather from James Paul
Dice and Traffic Updates
with Nick Emmons in the
Skywatch Traffic Center.



Fun Stuff: with/Michael St. John

Fun Birthday Club,
Daily Horoscopes,
Joke of the Day,
Entertainment News
PLUS:
Contests, interviews &
friends and FUN!





ON AIR

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The FUN Plays Here!

Mornings 5am-9am, it's the FUN HOUSE with MICHAEL ST. JOHN Hosting Ashley & Brad!



Midday's with Bobby Knight 9am-2pm



Afternoons with Adam Ward 2pm – 7pm



Evenings with Kevin James 7pm-midnight



Over Nights with Blondie "In the Dark"



Saturday

The "FUN Million Dollar Weekend"

6am-10am Michael St. John

10am-3pm Bobby Knight

3pm-8pm with Adam Ward

8pm-Midnight "The Saturday Night Dance Party"



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Sunday

5am-9am "Goddard's Gold" with Steve Goddard



9am-1pm "America's Greatest Hits" with Scott Shannon



1pm-7pm Hollywood Kevin James



7pm-8pm "Remember Then" with Citizen Bill



8pm-Midnight "The Sunday Night Hall of Fame"



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