



 **LAKER
COUNTRY** **104.9^{fm}**
WJRS

106.5

JACK[®]fm
playing what we want[®]

Sales Staff

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COVERAGE MAP



**Laker Country 104.9 WJRS
has been on the air since 1966.**

**We love this community and want
to see your business grow and
thrive.**

Let us help spread your message!



Commercial Rates

	:60	:30
01-20 per week	14.30	11.50
21-30 per week	13.25	10.50
31-40 per week	12.00	10.00

*** Add \$2.00/spot for specified times*

LOCAL NEWS

Our newscasts feature the most comprehensive local, regional, and state news coverage, along with the latest in local sports and weather.

\$15 for a 30-second commercial

Available times: 5:30 a.m. ; 7:30 a.m. 12 p.m. ; 4 p.m.

Either Monday, Wednesday, Friday
OR Tuesday, Thursday, Saturday

6:30 a.m. newscast is \$16.50/ad

This is our most popular newscast.





Weekdays from 9:00 to 11:00 a.m.

**\$300 gross per month for a :30 second
commercial during each hour of the
program**

The Trading Post

From 11:30 a.m. to noon Monday-Friday

- 30-second ad with three month minimum
- Your choice of three days
- Only \$10/ad





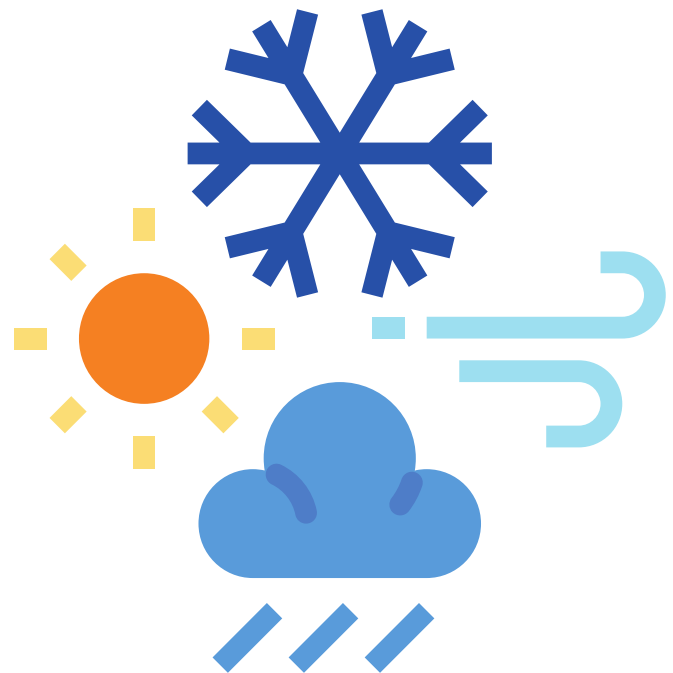
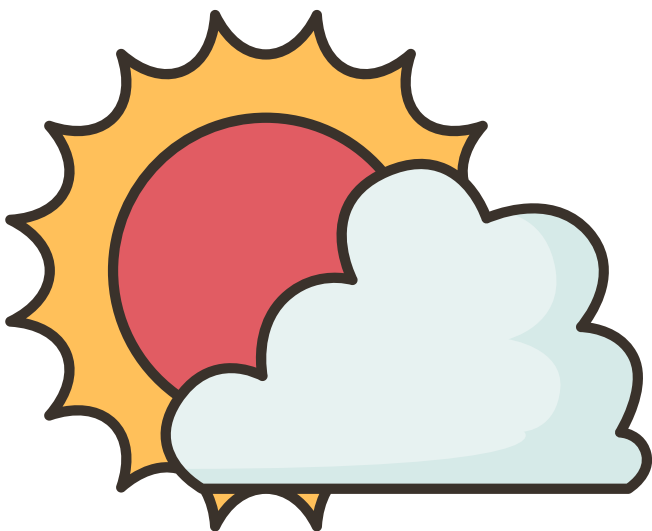
FOX NEWS RADIO

- **6 days per week at a specified time**
- **Each hour from 6 a.m. to 5 p.m. at the top of the hour**
- **One 60-second ad plays :05 after the hour with sponsor recognition before announcement**
- **Ex: "Fox News Radio at 7 a.m. brought to you by (sponsor name)"**

WEATHER YOU CAN RELY ON

Sponsorship: only \$200/month

Sponsors receive three 30-second ads daily Monday-Friday **plus** business mentions after weather forecasts





TUNE IN AT 8 A.M. FOR

ALL THINGS RUSSELL

Only on Laker Country
104.9 WJRS

Each Friday from 8:00 to 9:00 a.m.

\$500 per month

- **Live reads during the program**
- **Mentions during promos throughout the week**

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4 spots – Daily

\$450/month