

LOCAL 92.9 FM
1550 AM

WDLR  DELAWARE
OHIO'S BEST CLASSIC HITS



RATE CARD

Broadcast Time	:15 sec	:30 sec	:60 sec
M-F, 6 -10 a.m.	\$12	\$15	\$18
M-F, 10 a.m. - 3 p.m.	\$12	\$15	\$18
M-F, 3 - 7 p.m.	\$12	\$15	\$18
M-F, 7 p.m. - 12 a.m.	\$6	\$10	\$13
M-F, 6 a.m. - 7 p.m.	\$10	\$12	\$15
M-Su, 6 a.m. - 12 a.m.	\$8	\$10	\$13
M-Su, 6 a.m. - 7 p.m.	\$8	\$10	\$13
Sa-Su, 6 a.m. - 7 p.m.	\$6	\$12	\$15
Sa-Su, 10 a.m. - 7 p.m.	\$6	\$10	\$13
Sa, 6 a.m. - 7 p.m.	\$6	\$12	\$15
Su, 6 a.m. - 7 p.m.	\$6	\$10	\$13
Su, 10 a.m. - 7 p.m.	\$6	\$10	\$13

Advertising Insights

Marketers large, small and in between all have one thing in common - a goal to reach and engage consumers at the moments that will most influence their decisions.

Based upon an RAB analysis of over 2,100 radio ads across 6 different categories of business including retail, insurance, automotive, wireless, communication and e-commerce: Radio generated an average 29% lift in Google search activity.

Search as a result of radio advertising is greater on weekdays versus weekends.

Radio-driven search is higher during midday hours.

Random Fact

7 out of 10 listeners attend a station-sponsored event, such as our Rockin Ribs Fest or Kid's Fest.

