



## Radio Movimiento Underwriting Rate Card 2019

**Basic Underwriting spot price is \$ 10.00 per mention.**

Radio Movimiento offers a program of discounts when contract is for terms. (See chart)

# Spots p/ Week	Three Months 10%	13 weeks 5% Cash	Six Months 12.5%	26 weeks 5% Cash	Full Year 15%	52 weeks 5% Cash	# Spots p/ Year
1	\$ 117.00	\$ 115.15	\$ 227.50	\$ 216.13	\$ 442.00	\$ 419.90	52
2	\$ 234.00	\$ 222.30	\$ 455.00	\$ 432.25	\$ 884.00	\$ 839.80	104
3	\$ 351.00	\$ 333.45	\$ 682.50	\$ 648.38	\$ 1,326.00	\$ 1,259.70	156
4	\$ 468.00	\$ 444.60	\$ 910.00	\$ 864.50	\$ 1,768.00	\$ 1,679.60	208
5	\$ 585.00	\$ 555.75	\$ 1,137.50	\$ 1,080.63	\$ 2,210.00	\$ 2,099.50	260
6	\$ 702.00	\$ 666.90	\$ 1,365.00	\$ 1,296.75	\$ 2,652.00	\$ 2,519.40	312
7	\$ 819.00	\$ 778.05	\$ 1,592.50	\$ 1,512.88	\$ 3,094.00	\$ 2,939.30	365

**- Exclusive Show Sponsorship – Spot Placement**

Radio Movimiento will charge \$ 1 (One dollar) for spot when the client request to run the spot at specific time or during specific show.

**- Frequent Script Changes**

Changing a script involves re-recording spots and other administrative follow up by Radio Movimiento. One script/message change will be allowed per month. For more frequent updates (weekly, biweekly, for example) there will be a \$1 per spot surcharge.

**- Special Events Buys: Short “Flights” of Spots**

A short run of spots is called a Flight of Spots (to promote an upcoming event, for example). The base rate is \$10 per mention. Our program of discounts may apply.

**EPSA. Enhanced Public Service Announcements (EPSA).**

**Basic EPSA spot price is \$ 15.00 per mention.**

- This type of advertising is **ONLY** for Public/Governmental or Non-Profit Entities (FCC Rule).

- They may contain No Call to Action. Other restrictions apply as well. Check our program of discounts.

# Spots p/ Week	Three Months 10%	13 weeks 5% Cash	Six Months 12.5%	26 weeks 5% Cash	Full Year 15%	52 weeks 5% Cash	# Spots p/ Year
1	\$ 175.50	\$ 166.73	\$ 341.25	\$ 324.19	\$ 663.00	\$ 629.85	52
2	\$ 351.00	\$ 333.45	\$ 682.50	\$ 648.38	\$ 1,326.00	\$ 1,259.70	104
3	\$ 526.50	\$ 500.18	\$ 1,023.75	\$ 972.56	\$ 1,989.00	\$ 1,889.55	156
4	\$ 702.00	\$ 666.90	\$ 1,365.00	\$ 1,296.75	\$ 2,652.00	\$ 2,519.40	208
5	\$ 877.50	\$ 833.63	\$ 1,706.25	\$ 1,620.94	\$ 3,315.00	\$ 3,149.25	260
6	\$ 1,053.00	\$ 1,000.35	\$ 2,047.50	\$ 1,945.13	\$ 3,978.00	\$ 3,779.10	312
7	\$ 1,228.50	\$ 1,167.08	\$ 2,388.75	\$ 2,269.31	\$ 4,641.00	\$ 4,408.95	365