

# WSEL RADIO 96.7 FM

## AD PLACEMENT RATE SHEET

*Spreading the Gospel through Urban, Traditional Gospel music  
(120 square miles; Pontotoc/Tupelo, MS)*

- **Minimum \$200.00 rate gets you 15-60 sec. spot x 3 per day x 5 days**
- **350K listeners daily at 120 square miles; peak period 5-6 pm CST**
- **birthplace of Elvis, Lee Williams, and 30+ year history of WSEL radio-station DJ Ollie Collins, Jr.**
- **Sound Mixing, Editing & Engineering for each show included**
- **10% discount offered at 26 weeks of ad placement rate. Offer ends April 30, 2023**

**\$200**

5 days  
on-air broadcast

15-60 sec. spot x 3 per  
day x 5 days  
**Total: 15 spots**

**\$800**

4 weeks  
on-air broadcast

15-60 sec. spot x 4 per  
day x 20 days  
**Total: 80 spots**

**\$2,400**

13 weeks  
on-air broadcast

15 - 60 sec. spot x 4 per  
day x 65 days  
**Total: 260 spots**

**\$4,320**

26 weeks  
on-air broadcast

15 - 60 sec. spot x 4 per  
day x 130 days  
**Total: 520 spots**