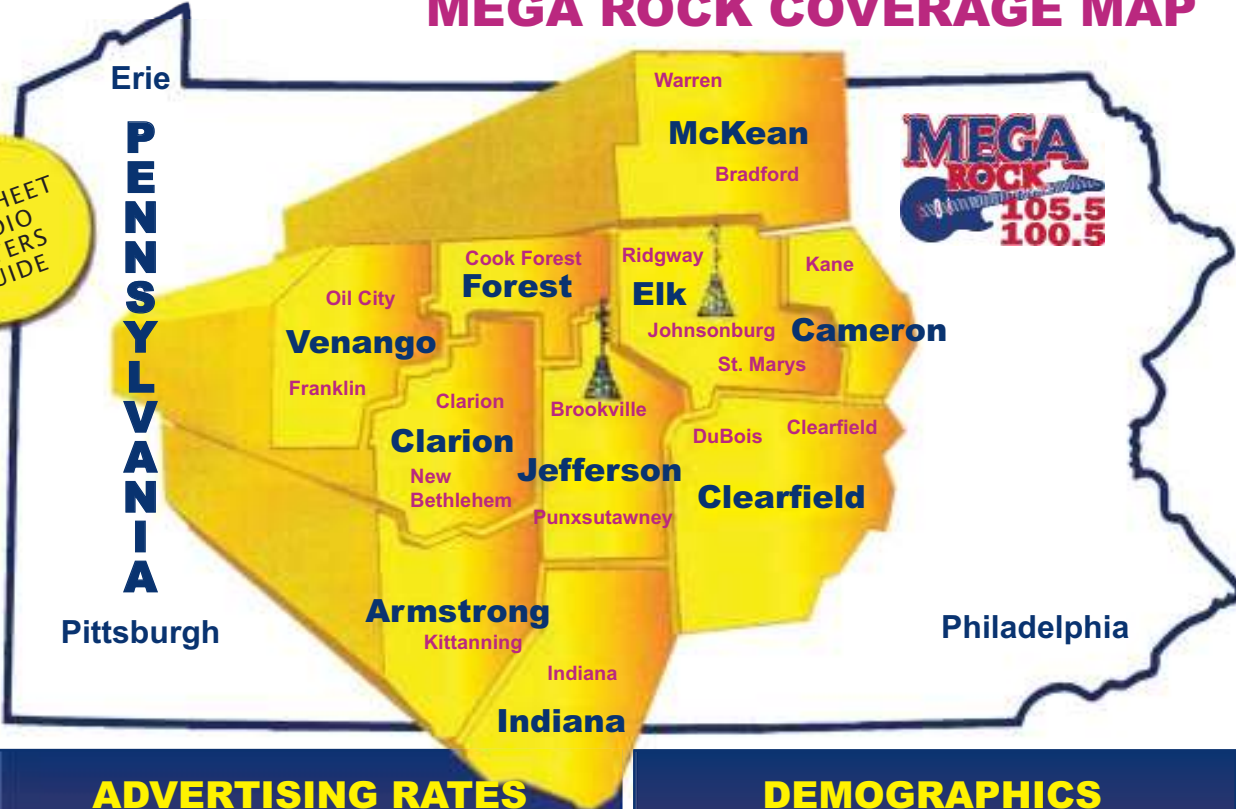




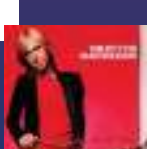
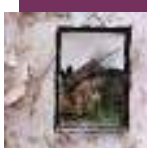
ATTENTION RADIO ADVERTISERS!

MEGA ROCK COVERAGE MAP



ONE SHEET RADIO BUYERS GUIDE

PENNSYLVANIA



ADVERTISING RATES

Net & Gross Rates
(See reverse side)

News - Weather - Sports Sponsorships
Air Monday-Friday at Specific Times.
Include a 30 Second Commercial and an Introduction
Cost - \$425.00 per month (net)

Weather Drop-Ins
Air Monday-Friday at Specific Times.
Include a 15 Second Commercial and an Introduction
Cost - \$300.00 per month (net)

REMOTE BROADCASTS = \$1,000

- Included in Remotes -
- Mega Rock will be at Your Business for Two Hours
 - 3 - Two Minute Call-ins per hour
 - 20 - Thirty Second Promos Airing Week of Remote
 - 10 Live Promos Airing Week of Remote

Remotes available Mon. - Sat. 9:00am - 1:00pm

DEMOGRAPHICS

(WHO'S LISTENING)



OVER 38,000 LISTENERS STRONG!

Education:
58% of Rock listeners have gone beyond High School

Income:
Often the most they will ever make!!!

Primary Ages: 30-65
Classic/Adult Rock has the highest audience composition among adults 30-44 (56%) of all formats!!!

Radio today 2005 edition pages 55-58.
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www.megarock.fm

SPEND YOUR RADIO BUDGET WISELY, INCLUDE MEGA ROCK!
CALL 1-814-849-8100 Ext. 29 / or e-mail... megarockdiana@windstream.net

Mega Rock Rates 2010

DAYPART	60'S	30'S	15'S
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NET

Open Rate

6A-7P	22.00	15.00	10.00
7p-Mid.	19.00	13.00	9.00
Sat & Sun	16.00	11.00	8.00

Earned Rate

\$2500+

6A-7P	19.00	13.00	9.00
7p-Mid.	16.00	11.00	8.00
Sat & Sun	13.00	9.00	7.00

\$5000+

6A-7P	16.00	11.00	8.00
7p-Mid.	13.00	9.00	7.00
Sat & Sun	10.00	7.00	6.00

\$7500+

6A-3P	13.00	9.00	7.00
7p-Mid.	10.00	7.00	6.00
Sat & Sun	7.00	5.00	5.00

GROSS

Open Rate

6A-7P	25.90	17.65	11.75
7p-Mid.	22.35	15.30	10.90
Sat & Sun	18.80	12.95	9.40

Earned Rate

\$2500+

6A-7P	22.35	15.30	10.60
7p-Mid.	18.80	12.95	9.40
Sat & Sun	15.30	10.60	8.25

\$5000+

6A-7P	18.80	12.95	9.40
7p-Mid.	15.30	10.60	8.25
Sat & Sun	11.75	8.25	7.00

\$7500+

6A-7P	15.30	10.60	8.25
7p-Mid.	11.75	8.25	7.00
Sat & Sun	8.25	5.90	5.90