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\$15

PER AD

TERMS AND CONDITIONS: \$15 PER AD, EACH AD IS 30 SECONDS IN LENGTH, 15% ADMIN FEE, \$375 PER WEEK. DEPENDING ON HOW MANY STATIONS SIGN ON TO A GIVEN ADVERTISEMENT, THE RATE INCREASES TO REFLECT ITS MULTI-MARKET REACH. THE FINAL RATE MAY COME AS A RESULT OF NEGOTIATION AND DISCUSSION WITH THE NCRA, THE STATIONS, AND THE CLIENT IN QUESTION. DISCOUNTS BASED ON THE COMMITMENT OF THE CONTRACT, A NUMBER OF STATIONS, OR ANY VALUE-ADDED FEATURES MAY BE APPLIED WHEN NECESSARY. THIS IS ROUGHLY AROUND THE SAME IF NOT SIMILAR TO THE RATES OF OUR MEMBER STATIONS FOR BOTH CATEGORIES: NATIONAL NON-PROFIT, NATIONAL BUSINESSES. MEMBER STATIONS ARE ENCOURAGED TO HAVE INPUT IN FINALIZING THE RATE FOR THE ADVERTISEMENT CONTRACT IN QUESTION IF THEY FEEL IT IS NECESSARY. HOWEVER, IT IS INCUMBENT ON THE NATIONAL ADVERTISING COORDINATOR TO OVERSEE THE BULK OF TASKS THAT COME WITH FINALIZING THE RATE THAT WILL BOTH SATISFY THE CLIENT AND THE STATION.