

REBEL RADIO WUMS-FM 92.1 FM

“The Voice of Ole Miss”

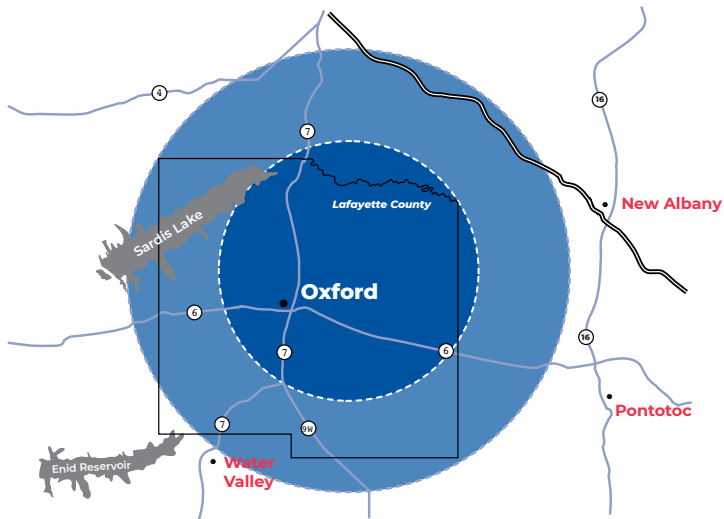
but not your typical college radio station



WUMS-FM 92.1 is a full-power commercial radio station with a signal that goes far beyond the Ole Miss campus to reach **all of Lafayette County and beyond.**



COVERAGE AREA



REBEL RADIO ADVERTISING

WUMS FM 92.1 Rebel Radio offers a variety of advertising options to ensure you receive maximum exposure to your targeted audience in the most cost effective manner. The station's Top 40 format is designed to target a listening audience ages 18 to 34. For a complete list of sponsorship opportunities, ask your account executive.

ADVERTISING RATES

DAY PART	:30 COMMERCIAL	:60 COMMERCIAL
<i>Morning Drive</i> 6-11 am • mon-fri	\$8⁰⁰	\$10⁰⁰
<i>Afternoon Drive</i> 2-7 pm • mon-fri	\$8⁰⁰	\$10⁰⁰
<i>Run of Schedule (ROS)</i> 6 am - midnight mon-sun	\$5⁰⁰	\$8⁰⁰

NOTE:

ALL RATES ARE NET TO STATION. RATES ARE PER COMMERCIAL
DISCOUNTS AVAILABLE WHEN YOU PURCHASE 25 COMMERCIALS OR MORE

REBEL RADIO REMOTES

- Rebel Radio personalities broadcast live from your location
- Sold by the hour (**\$150**)
- Four live commercials during sponsored hour
- 10 :30 produced commercials, airing Monday-Friday

REBEL RADIO PROGRAM SPONSORSHIP

- Sold by the hour(s) during the week: **\$75 per hour**
- Four business/name mentions per sponsored hour during program
- 10 :30 produced commercials, airing Monday-Sunday