



Radio Station WHMV-LP (“the Station”) is licensed to Mohawk, NY and is authorized by the Federal Communication Commission (“FCC”) to operate its noncommercial broadcast station on an assigned frequency of 97.5 Mhz. The licensee of the Station is the Mohawk Valley Radio Group, Inc. Pursuant to the rules and regulations of the FCC, the Station is permitted to broadcast underwriting and sponsorship announcements from for-profit entities, but **is not permitted to broadcast commercial advertisements on behalf of for-profit entities**. However, in the case of a bona fide non-profit entity the Station is permitted to broadcast commercial advertisements on behalf of that bona fide non-profit entity.

We think you will find that underwriting programming on WHMV-LP is very beneficial and effective. Targeting local listeners is good business! It lets our listeners know that through your contribution, you are supporting the local radio programming they enjoy. Compared to advertising on commercial radio stations in the area, we’re sure you’ll find our sponsorships are much more cost effective. Sponsors receive on air acknowledgements of their support as described below.

Acknowledgements appear in the form of the name of the business, location, contact information, hours of operation, and a brief overview of products/services provided. **LPFM stations are not permitted to mention prices, fees, or calls to action. See our underwriting contract for more details or contact us directly.**

**Take advantage of our great introductory underwriting/sponsorships opportunities now through June 30, 2017.**

Six Month Introductory Rate Card  
Effective Jan 1, 2017 – June 30, 2017

Monthly	\$25	\$50	\$100
6:00AM – 6:00PM	15	30	60
6:00PM – 6:00AM	15	30	60
<b>Total Monthly Acknowledgements</b>	<b>30</b>	<b>60</b>	<b>120</b>

Rate Card  
Effective July 1, 2017

Monthly	\$30	\$60	\$120
6:00AM – 6:00PM	15	30	60
6:00PM – 6:00AM	15	30	60
<b>Total Monthly Acknowledgements</b>	<b>30</b>	<b>60</b>	<b>120</b>