



Advertising Rates

Effective January 1, 2026

Spot Rates (Rates per 15, 30 or 60-second spot)

R.O.S. Run of Schedule 6am—10pm CT **\$20.00 per spot***

Fixed Time Rates (6am-10pm)

15, 30 or 60-second spot **\$27.00 per spot***

Not-for-Profit Whip Match

Not-for-Profits receive matching ads from the station equal to what is spent.

Example: 20 R.O.S. ads @\$20.00 each = \$400 receives an additional 20 R.O.S. ads (Total: 40 ads for \$400)

WHIP SHOW SPONSORSHIPS

Sunday Morning Gospel & Spiritual Music | Into the Blue with Terry Herd (*bluegrass*)
Blues Deluxe with Dave Johnson | Blue Monday All Blues Format
Tuesday All Country Format
Old Farmer's Almanac Radio Show | Lunchtime Laughs (*comedy*)

ANNUAL RADIO SPECIALS

Eddie Angel's Halloween Radio Special
Arlo Guthrie's Alice's Restaurant Thanksgiving Radio Special
Eddie Angel's Rockin' Christmas Radio Special
Blaggards' St. Paddy's Day Special, Blaggoween Special & Blaggmass Special
The Whip Valentine's Day Radio Special

Price varies with each show and genre. Each sponsorship includes 40 R.O.S. radio ads per month, 20 show/genre promos per week and a web banner with link on backlandradio.com.

* Rates are net to station.

All contracts include one radio ad per month written and produced by The Whip if desired.

New advertisers receive one Welcome post on The Whip and Backland Radio's Facebook pages. **Contact us about Whip Advertising Specials!**

Auntie Industries

dba The Whip at backlandradio.com

Somewhere between Memphis & Chicago is The Whip

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American Roots Music

