MPB Radio is our statewide radio service, carrying local and NPR programming. Sponsorships are available.

### Radio Net Rate Card

<table>
<thead>
<tr>
<th>All Rates Net to Station</th>
<th>Program / Time Period</th>
<th>:15 Net Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day Part</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AM Drive Time</td>
<td>M-F 6 AM - 9 AM</td>
<td>$150</td>
</tr>
<tr>
<td>Day Time</td>
<td>M-F 6 AM - 4 PM</td>
<td>$75</td>
</tr>
<tr>
<td>PM Drive Time</td>
<td>M-F 4 PM - 7 PM</td>
<td>$125</td>
</tr>
<tr>
<td>Night Time</td>
<td>M-F 7 PM - 6 AM</td>
<td>$25</td>
</tr>
<tr>
<td>Weekend AM</td>
<td>Sat 8 AM - 11 AM</td>
<td>Sun 8 AM - 10 AM</td>
</tr>
<tr>
<td>Weekend Day Time</td>
<td>Sat 11 AM - 8 PM</td>
<td>Sun 10 AM - 6 PM</td>
</tr>
<tr>
<td>Weekend Night Time</td>
<td>Sat 8 PM - 8 AM</td>
<td>Sun 6 PM - 6 AM</td>
</tr>
</tbody>
</table>

### Premium Programming Sponsoring Adjacent to

<table>
<thead>
<tr>
<th>Program / Time Period</th>
<th>Premium Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning Edition</td>
<td>M-F 5 AM - 8:30 AM</td>
</tr>
<tr>
<td>Mississippi Edition</td>
<td>M-F 8:30 AM - 9 AM</td>
</tr>
<tr>
<td>Deep South Dining (Mon.)</td>
<td>M-F 9 AM - 10 AM</td>
</tr>
<tr>
<td>Money Talks (Tues.)</td>
<td></td>
</tr>
<tr>
<td>Fix It 101 (Wed.)</td>
<td></td>
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<tr>
<td>Creature Comforts (Thur.)</td>
<td></td>
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<tr>
<td>Gestalt Gardener (Fri.)</td>
<td></td>
</tr>
<tr>
<td>All Things Considered</td>
<td>M-F 4 PM - 6 PM</td>
</tr>
<tr>
<td>Marketplace</td>
<td>M-F 6 PM - 6:30 PM</td>
</tr>
</tbody>
</table>

All rates are net. Radio production is included and voiced by an MPB radio announcer. Certain minimums apply. All sponsorship messages must be approved by MPB to meet FCC guidelines for non-commercial stations. Rates and programming are subject to change. Please check with your account executive for current offerings.

Biloxi WMAH 90.3 | Booneville WMAE 89.5 | Bude WMAU 88.9
Greenwood WMAO 90.9 | Jackson WMPN 91.3 | Meridian WMAW 88.1 | MS State WMAB 89.9
Oxford WMAV 90.3

Cedric Grizzell  
601-432-6615 | Cedric.Grizzell@mpbonline.org

Thomas Lambert  
601-432-6309 | Thomas.Lambert@mpbonline.org
Southern cuisine is world-renowned, and there's so much more to cooking than a pinch of salt and a dash of pepper. It's about memories, time together and the stories behind your family's secret recipes. Pull up a chair to discuss your favorite dishes and the history of Southern cooking.


Do you have a leaky faucet? Would you like to put a ceiling fan in your bedroom? Maybe you want to mount a flat screen TV to the wall. Whether it's a plumbing problem or an electrical question, talk with Jason Klein and learn if you can do it yourself. You may be handier than you think!

Lions, tigers, and PETS- Oh My! Join Dr. Troy Majure, a veterinarian at the Animal Medical Center of Jackson, and Libby Hartfield, retired director of the Mississippi Museum of Natural Science, to learn all about the animals in your homes and in nature around us.

Get out and get dirty every Friday with horticulturalist Felder Rushing as he shares stories, answers questions and just talks about gardening. A long-time favorite on MPB, each show is delightfully complete with a bit of “cheesy” music and laughter.

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MONDAY  Now You’re Talking with Marshall Ramsey
Hear commentary from cartoonist Marshall Ramsey on the latest news, chuckle at his punchlines, and enjoy compelling stories about the most interesting people, places, and things in Mississippi.

TUESDAY  In Legal Terms
Learn more about your legal rights and how the law affects your day-to-day life. Some of Mississippi’s top legal leaders and experts provide thought-provoking commentary on court trials, U.S. Supreme Court arguments, hearings, and opinions on legal topics.

WEDNESDAY  Everyday Tech
With our fast-paced and ever-evolving world of technology, it’s practically impossible to tackle it all alone, so Everyday Tech is here to help you. From computer viruses to cell phone batteries to your social media accounts, we’re here to answer your everyday questions about your everyday technology.

THURSDAY  Auto Correct
Auto Correct is a route to correct your problem with your automobile. Our mechanic on duty will listen to the issue then determine the best way to resolve it. Discover the best type of specialist to work on your car or whether the repair is in your wheelhouse.

FRIDAY  Next Stop, Mississippi
Next Stop, Mississippi is your on-air source for information about upcoming events and attractions across the state. Join MPB and Mississippi Development Authority’s Division of Tourism each week and get to know the real Mississippi.

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MONDAY  Dr. Josie Bidwell
Host of Southern Remedy Healthy and Fit on Mondays, Dr. Josie Bidwell is an associate professor of preventive medicine and a nurse practitioner at the University of Mississippi Medical Center in Jackson. She currently practices Lifestyle Medicine and Culinary Medicine to help Mississippians prevent or reverse chronic disease. She discusses nutrition, physical activity, and disease prevention every Monday.

TUESDAY  Dr. Susan Buttross
Host of Southern Remedy: Mental Health on Tuesdays, Dr. Susan Buttross is a professor of pediatrics, chief of the Division of Child Development and Behavioral Pediatrics, and medical director of the Center for the Advancement of Youth Center at the University of Mississippi Medical Center in Jackson. She discusses mental health issues every Tuesday.

WEDNESDAY  Dr. Jimmy Stewart
Host of Southern Remedy on Wednesdays, Dr. Jimmy Stewart is a native of Byram, Mississippi. After attending Mississippi College, he graduated from the University of Mississippi School of Medicine and completed a combined residency in both internal medicine and pediatrics. He is board certified in both specialties. Dr. Stewart specializes in primary care and high blood pressure.

THURSDAY  Dr. Mary Morgan McLeod
Host of Kids and Teens on Thursdays, Dr. Mary Morgan McLeod’s areas of practice include internal medicine and pediatrics. The Yazoo City native has been on the faculty at the University of Mississippi Medical Center for several years and currently works at UMMC’s Grants Ferry Clinic in Flowood.

FRIDAY  Dr. Michelle Owens
Host of Southern Remedy: Women’s Health on Fridays, Dr. Michelle Owens is associate professor with tenure in the Department of Obstetrics and Gynecology (OB-GYN) at the University of Mississippi Medical Center. A native of Birmingham, Alabama, she attended the Medical College of Virginia School of Medicine, and completed her OB-GYN residency training at Johns Hopkins Hospital.

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Thomas Lambert
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Morning Edition

Every weekday for over three decades, NPR’s Morning Edition has taken listeners around the country and the world with two hours of multi-faceted stories and commentaries that inform, challenge and occasionally amuse. Morning Edition is the most listened-to news radio program in the country.

All Things Considered

All Things Considered is the most listened-to, afternoon drive-time, news radio program in the country. Every weekday the two-hour show is hosted by Audie Cornish, Kelly McEvers, Ari Shapiro, and Robert Siegel. In 1977, All Things Considered expanded to seven days a week with a one-hour show on Saturdays and Sundays, which is hosted by Michel Martin.

Marketplace

Marketplace is the most widely heard business or economic programming in the country-on radio or television. The programs focus on the latest business news both nationally and internationally, the global economy, and wider events linked to the financial markets.

WEEKENDS

Cedric Grizzell
601-432-6615 | Cedric.Grizzell@mpbonline.org

Thomas Lambert
601-432-6309 | Thomas.Lambert@mpbonline.org
Your message will be heard statewide and beyond.
We Thank You!

Mississippi Public Broadcasting

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Thomas Lambert
601-432-6309 | Thomas.Lambert@mpbonline.org