Advertising on Ascent TV and Ascent Radio

Spots on the two services Ascent House programs. The :30 is the base unit. Charter packages on page 2 are the October price. The grids are the card those packages are built from.

Bangor is Nielsen DMA 156 in the 2025–26 rankings, with 147,060 TV homes in the 2024–25 season. A :30 on a network affiliate in markets ranked 151 to 210 is widely quoted from $200 to $1,500, depending on daypart. Those stations sell a rated newscast. This card is the House rate.

Ascent TV

Per :30. :10 is 50% of the :30. :15 is 65%. :60 is double. The :30 is the base unit.

Placement	When it runs	:30
Run of schedule	Placed by the House, 6:00a–2:00a	$40
Daytime	9:00a–4:00p	$25
Early fringe	4:00p–7:00p	$50
Prime	7:00p–11:00p	$75
Late night	11:00p–2:00a	$30
Weekend	Saturday and Sunday, placed by the House	$45
Fixed position	The same program each week	$100

Ascent Radio

Per :30. Ascent Radio is the House radio service. :15 is 70% of the :30. :60 is 1.8×. The :30 is the base unit.

Placement	When it runs	:30
Run of schedule	Placed by the House	$12
Morning	6:00a–10:00a	$20
Midday	10:00a–3:00p	$10
Afternoon	3:00p–7:00p	$18
Evening	7:00p–12:00a	$8
Weekend	Saturday and Sunday	$12

On a single flight of the same placement and length: 10 or more spots take 10% off the airtime, 20 or more take 15% off, and 40 or more take 20% off. Production and sponsor credits stay at card. A unit that is not a whole dollar is rounded to the cent, then extended.

Production

Work	What you get	Card
Ingest and check a finished spot	Waived when the flight has 10 or more television spots.	$75
Graphics and voice :30	Script, voice, and graphics. No location shoot.	$450
Half-day location :30	One location. Their people, or one on-camera part.	$1,200
Full production day	One location and several people. A finished local commercial.	$2,400
:15 cutdown	Cut from a :30 we produce.	$175
Web and social files	16:9, 9:16, 1:1, and a still for the site.	$250
Sponsor credit through Oct 31	Name, town, and a slogan on one House program. Runs on a community channel only where that channel accepts underwriting.	$300
Sponsor credit through Dec 31	The same credit, held through December 31.	$750

October charter — order and pay by October 31, 2026

Pay the charter price through that date. After October 31 the work prices off the grids and the production list.

Air Only — $500

Card value $702. Charter saves $202. For a finished commercial you already have.

Ascent TV Run of schedule :30 (15 × $40 · 10% flight discount)	$540
Ascent Radio Run of schedule :30 (15 × $12 · 10% flight discount)	$162

October Flight — $1,000

Card value $1,884. Charter saves $884. A produced :30, files for the site and social, and the October airings.

Graphics and voice :30	$450
Web and social files	$250
Ascent TV Run of schedule :30 (20 × $40 · 15% flight discount)	$680
Ascent Radio Run of schedule :30 (20 × $12 · 15% flight discount)	$204
Sponsor credit through Oct 31	$300

Charter Sponsor — $2,000

Card value $2,809. Charter saves $809. A half-day shoot at your location, plus the October airings.

Half-day location :30	$1,200
:15 cutdown	$175
Web and social files	$250
Ascent TV Run of schedule :30 (20 × $40 · 15% flight discount)	$680
Ascent Radio Run of schedule :30 (20 × $12 · 15% flight discount)	$204
Sponsor credit through Oct 31	$300

Founding Advertiser — $4,000

Card value $5,501. Charter saves $1,501. A full production day, prime spots, and the category through December 31.

Full production day	$2,400
:15 cutdown	$175
Web and social files	$250
Ascent TV Run of schedule :30 (30 × $40 · 15% flight discount)	$1,020
Ascent TV Prime :30 (8 × $75)	$600
Ascent Radio Run of schedule :30 (30 × $12 · 15% flight discount)	$306
Sponsor credit through Dec 31	$750

Category exclusive on Ascent TV and Ascent Radio through December 31, 2026. One advertiser in the category.

How a flight is scheduled

- The same advertiser does not run twice in the same break.
- Order the October Flight or the Charter Sponsor by October 24 to pace television at about one or two spots a day through October 31.
- Spots that will not fit by October 31 move into November and keep this price, when the order and the payment are in by October 31.
- Payment is due when the flight is booked, before the first air date.
- A commercial with a price, a discount, or a call to action airs on Ascent TV and Ascent Radio.
- The sponsor credit is the business name, the town, and a slogan, on one House program. On a community channel in the Ascent TV Local Access Family it runs where that channel accepts underwriting. Ascent House states 75,000 monthly viewers for that family, from Portland to Millinocket.
- Ask to see the Bangor restaurant commercial we produced, cut for the web, and aired on Ascent TV.