



2024 Texas Primary Election
Tuesday, March 5, 2024
 Card # 2024 - Pri

The 2024 Texas Primary Election will be held on Tuesday, March 5. Rates on this rate card are applicable beginning January 20, 2024 and will remain applicable through any runoff elections.

Rates shown are applicable for legally qualified candidates for public office making a USE of the station(s) as defined in Section 73.1941 of the rules of the Federal Communications Commission. In order to be considered a qualifying USE, the candidate's voice **MUST APPEAR** in the commercial announcement.

Rates shown are for Non-Preemptible placement. Other classes of time, with varying degrees of pre-emptibility, are also available. Rates for these time classes will be provided upon request.

Rates are for :60 and :30 second announcements. For announcements shorter than :30 seconds, use 50% of the :60 rate to the nearest whole dollar. Availability for units less than :30 seconds is limited.

MON-FRI DAYPART OPEN RATES	KTBB 97.5 FM/600 AM		92.1 FM THE TEAM (KRWR)		
	UNIT LENGTH	:60	:30	:60	:30
5 - 10 a.m.		34	26	21	17
10 - 3 p.m.		35	27	20	16
3 - 7 p.m.		32	25	19	15
7 p.m. - Midnight		16	13	10	8
Midnight - 5 a.m.		5	4	5	4
WEEKEND DAYPART OPEN RATES	KTBB 97.5 FM/600 AM		92.1 FM THE TEAM (KRWR)		
UNIT LENGTH	:60	:30	:60	:30	
5 - 10 a.m.		19	15	10	8
10 a.m. - 3 p.m.		20	16	10	8
3 - 7 p.m.		16	13	10	8
7 p.m. - Midnight		10	8	8	6
Midnight - 5 a.m.		5	4	5	4



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WEEKDAY PROGRAM RATES	KTBB 97.5 FM/600 AM		92.1 FM THE TEAM (KRWR)	
UNIT LENGTH	:60	:30	:60	:30
KTBB Morning News 5 - 8 a.m.	38	30		
The Glenn Beck Program 8 - 11 a.m.	32	26		
FOX Across America 11 a.m - 2 p.m.	41	32		
The Sean Hannity Show 2 - 5 p.m.	35	26		
KTBB Drive at Five 5 - 6 p.m.	26	21		
Mark Levin Show 6 - 9 p.m.	15	12		
Sportstalk with Bill Coates			21	15

Program rates shown above are for the most commonly requested programs. The stations have other programs, the rates for which are available on request. Commercial announcements may not be ordered for broadcast after 3:00 p.m. on Election Day, Tuesday, March 5, 2024.

**DISCLOSURE OF SALES POLICIES
 RELATING TO POLITICAL ADVERTISING**

CLASSES OF TIME OFFERED: The rates shown on the preceding pages are for non-preemptible placement. The stations offer rotational plans that have varying degrees of pre-emptibility as a condition of purchase. Details of these rotational plans are available on request.

LOWEST UNIT CHARGE/PRIORITY/MAKE-GOODS: The rates shown on the preceding pages represent rates that are exempt from pre-emption and are in a priority position for make-good should a scheduled commercial announcement fail to air for technical or other reasons. With the exception of a standard 15 percent advertising agency commission, no other discounts are offered with these rates. *In order to purchase time at Lowest Unit Charge rates as offered on this rate card, the qualified candidate's voice must appear in the commercial announcement.*

DEMAND-BASED RATES AND PLANS: The stations have offered during the period preceding this election cycle, plans that offer commercial placement and rates based upon the level of sellout then in effect. These demand-based plans stipulate that all commercials are immediately pre-emptible without the provision of a make-good should pre-emption occur. Rates for these plans are available on request. Further, upon making such rates available, the station will concurrently give its best estimate of the likelihood of pre-emption based on the advertisers' proposed placement.

LIMITATIONS OF PURCHASE: Purchasers of political advertising are limited to purchasing the equivalent of no more than two announcements per hour. For example, if the daypart being purchased spans five hours, no more than ten announcements may be placed in this daypart on any single day. It is possible, however, that scheduling and separation dictates will result in the actual broadcast of more than a two announcement for a given candidate in a given hour. This same policy applies to all advertisers on the stations and does not discriminate against qualified purchasers of political advertising.

ADVERTISING AGENCY COMMISSIONS: The station recognizes advertising agencies that provide placement and creative services to advertisers. If a candidate employs the services of an advertising agency, the station(s) provide a 15 percent advertising agency commission in the form a discount on the invoice. Candidates who are not represented by an advertising agency are entitled to this same discount. To calculate the net rate, candidates acting on their own behalf should multiply these rates or the total of a proposed advertising purchase by 0.85 to determine the net amount to remit to the stations.