



Third & Fourth Quarter 2024
Issue, Proposition &
Non-Qualifying Political Candidate Rates
 Card # 2024-03

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.	63	50	37	30
10 - 3 p.m.	65	52	35	28
3 - 7 p.m.	54	43	34	27
7 p.m. - Midnight	15	12	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.	22	18	12	10
10 a.m. - 3 p.m.	18	14	12	10
3 - 7 p.m.	27	22	14	11
7 p.m. - Midnight	20	16	10	8
Midnight - 5 a.m.	5	4	5	4



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PROGRAM-SPECIFIC 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.	52	42		
The Glenn Beck Program 8 - 11 a.m.	50	40		
FOX Across America 11 a.m - 2 p.m.	68	54		
The Sean Hannity Show 2 - 5 p.m.	55	44		
KTBB Drive at Five 5 - 6 p.m.	50	40		
Mark Levin Show 6 - 9 p.m.	40	32		

Program-specific rates shown above are for the most commonly requested programs. The stations have other programs, the rates for which are available on request. In most cases, commercial announcements may not be scheduled after 3:00 p.m. on election days.

**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.

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.

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 two announcements 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 an issue advertiser employs the services of an advertising agency, the station will provide a 15 percent advertising agency commission in the form a discount on the invoice.

ORDER & PAYMENT DEADLINES: Logs close at 2:00 p.m. Central Time for the business day following. (e.g. Wednesday's log closes at 2:00 p.m. Tuesday.) Weekend logs and logs for Monday close at 2:00 p.m. Friday. Commercials missed due to late receipt of an order will be made good on the first day of broadcast. If such make-goods would serve to exceed the Limitations of Purchase as set forth above, make-goods will be spread as evenly as possible through the purchased flight. Ordered commercials that are missed and cannot be practicably made good due to late arrival of commercial matter will not be credited or refunded. Payment via cash, check, credit card or certified tender constituting immediately available funds must be received prior to log closing.