



903-593-2519 • sales@ktbb.com

2nd Quarter 2014  
Issue, Proposition & Non-Qualifying  
Political Rates

Card # 2014-02 Issue

Rates shown are for :60 seconds. For :30 seconds, use 80% of the :60 rate to the nearest whole dollar. For less than :30 seconds, use 50% of the :60 rate to the nearest whole dollar.

MON-FRI DAYPART OPEN RATES	TALK RADIO		
	KTBB	ESPN DEPORTES	ESPN 92.1 FM
5 - 10 a.m.	59	6	37
10 - 3 p.m.	49	6	35
3 - 7 p.m.	52	6	34
7 p.m. - Midnight	15	6	10
Midnight - 5 a.m.	5	6	5
WEEKEND DAYPART OPEN RATES	TALK RADIO		
	KTBB	ESPN DEPORTES	ESPN 92.1 FM
5 - 10 a.m.	22	4	12
10 a.m. - 3 p.m.	18	5	12
3 - 7 p.m.	27	4	14
7 p.m. - Midnight	20	6	10
Midnight - 5 a.m.	5	6	6



903-593-2519 • sales@ktbb.com

2nd Quarter 2014  
Issue, Proposition & Non-Qualifying  
Political Rates

Card # 2014-02 Issue

Rates shown are for :60 seconds. For :30 seconds, use 80% of the :60 rate to the nearest whole dollar. For less than :30 seconds, use 50% of the :60 rate to the nearest whole dollar.

WEEKDAY PROGRAM RATES	TALK RADIO		
	KTBB		
The Glenn Beck Show	50		
The Rush Limbaugh Show	70		
The Sean Hannity Show	55		
The Mark Levin Show	40		

Program rates shown above are for the most commonly requested programs. The stations have other programs, the rates for which are available on request.

**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 station(s) 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 Issue Rate 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 10 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 announcements for a given advertiser in a given hour.

**ADVERTISING AGENCY COMMISSIONS:** The station recognizes advertising agencies that provide placement and creative services to advertisers.

**ORDER DEADLINES:** Logs close at 2:00 p.m. central time for the second business day following. (e.g. Wednesday's log closes at 2:00 p.m. on Monday.) Weekend logs close at 2:00 p.m. Thursday. Monday and Tuesday logs 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.