



903-593-2519 • sales@ktbb.com

2014 Texas General Election  
Lowest Unit Charge Advertising Rates

Card # 2014-Gen

The 2014 Texas Primary Election will be held on Tuesday, November 4. Rates on this rate card become effective on Friday, Sept. 5, 2014.

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 are for :60 second announcements. For :30 second announcements use 80% of the :60 second rate to the nearest whole dollar. 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	TALK RADIO		
	KTBB	ESPN DEPORTES	ESPN 92.1 FM
5 - 10 a.m.	26	5	19
10 - 3 p.m.	24	5	18
3 - 7 p.m.	22	5	17
7 p.m. - Midnight	11	5	9
Midnight - 5 a.m.	4	5	4
WEEKEND DAYPART OPEN RATES	TALK RADIO		
	KTBB	ESPN DEPORTES	ESPN 92.1 FM
5 - 10 a.m.	15	3	8
10 a.m. - 3 p.m.	14	4	10
3 - 7 p.m.	15	4	10
7 p.m. - Midnight	9	5	8
Midnight - 5 a.m.	4	5	5



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WEEKDAY PROGRAM RATES	TALK RADIO		
	KTBB	ESPN DEPORTES	ESPN 92.1 FM
KTBB Morning News 5 - 8 a.m.	36		
The Glenn Beck Show	32		
The Rush Limbaugh Show	37		
The Sean Hannity Show	26		
Sportstalk with Bill Coates			19
Personality Endorsement			n/a

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, November 4, 2014.

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.

**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. This requirement applies to qualified candidates in local, state and federal races.***

**DEMAND-BASED RATES AND PLANS:** The station(s) 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 station(s) and does not discriminate against qualified purchasers of political advertising. ***Commercial announcements my not be ordered for broadcast after 3:00 p.m. on Election Day, Tuesday, Nov. 4, 2014.***

**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 station(s)



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**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.