



Advertising Rates
5/1/2010

Card # 2010-0501

903-593-2519 • sales@ktbb.com

MON-FRI DAYPART OPEN RATES	TALK RADIO		
	KTBB	ESPN	KTBB-FM
5 - 10 a.m.	45	12	33
10 - 3 p.m.	31	10	26
3 - 7 p.m.	36	10	30
7 p.m. - Midnight	15	4	12
Midnight - 5 a.m.	4	4	5
WEEKEND DAYPART OPEN RATES	TALK RADIO		
5 - 10 a.m.	15	4	14
10 a.m. - 3 p.m.	13	4	16
3 - 7 p.m.	15	4	15
7 p.m. - Midnight	9	4	8
Midnight - 5 a.m.	4	4	5

Rates shown on this publication are for reference only. Such publication does not constitute an offer to sell.



Advertising Rates
5/1/2010

Card # 2010-0501

903-593-2519 • sales@ktbb.com

WEEKDAY PROGRAM RATES	TALK RADIO		
	KTBB	ESPN	KTBB-FM
KTBB Morning News	43		37
<i>Personality Endorsement</i>	46		40
Dr. Laura Schlessinger			33
The Glenn Beck Show	31		
The Clark Howard Show			26
The Rush Limbaugh Show	42		
The Dave Ramsey Show			33
The Sean Hannity Show	36		
Sportstalk with Bill Coates			33
<i>Personality Endorsement</i>			37
ROTATION RATES	TALK RADIO		
	KTBB	ESPN	KTBB-FM
6 a.m. - 7 p.m. (even distribution)*	33	9	28
<i>* 3 unit per day minimum</i>			
6 a.m. - 7 p.m. (best available)	30	10	24
<i>* 3 unit per day minimum</i>			
6 a.m. - Midnight (even distribution)*	29	8	23
<i>* 4 unit per day minimum</i>			
6 a.m. - Midnight (best available)	26	6	19
<i>* 4 unit per day minimum</i>			
24 Hours (even rotation)*	21	5	17
<i>* 5 unit per day minimum</i>			
24 Hours (best available)	15	5	13
<i>* 5 unit per day minimum</i>			
Rotation Plan Terms: Even Rotation means that commercials will be distributed equally in each of the dayparts comprising the Rotation Plan purchased (e.g. on a 15 unit schedule ordered for 6 a.m. to 7 p.m., 5 of the commercials will run in morning drive, 5 will run in midday and 5 will run in afternoon drive. Best Available means that commercials will be placed at the best available times on the best available rotation with no guarantee as to daypart distribution.			