



POLITICAL RATE CARD EFFECTIVE 4/21/24-6/04/24

This rate card is applicable only to legally qualified candidates in the Local elections and Primary Elections to be held on Tuesday, June 04, 2024. Rates will apply only if the candidate's own voice is heard in any part and or all the radio commercial announcements and stating" Candidate's Name and I approve this ad" plus the name of committee to elect candidate and candidate treasurer's name.

Bravo Mic Communications, LLC, will not air political advertisements on Local Election Day after 6:00 PM. All announcements air in the times listed on page 2. New Mexico gross receipts tax will be added to all orders unless tax exempt (Type 5) certificate copy needs to accompany all orders. New Mexico gross receipt tax is 8.07% (LCNM) 8.375%(DNM). See Tax and Non-Taxed Below

Type of Advertiser	Taxed	Not Taxed
Presidential		X
Federal/State/Local Candidate (running only in New Mexico)	X	
Issue/PAC (Blended Party/Candidate)		
President		X
Local (NM) Candidate	X	
New Mexico Party	X	
PAC- President		X
PAC-State, local, federal	X	
Issue- National or multi-state		X
Issue-New Mexico	X	

Identification of sponsor (disclaimer) must be included within the allotted commercial time.

Rates are based on current selling levels and are preemptable, make goods, should they be needed, will be provided during appropriate times during schedule, if possible. Non-preemptable rates (listed first) available All rates are Listed as Gross for agency and NET to candidate There will be a 20% cancellation fee for all advertising reserved, ordered, and confirmed by broadcast contract - this includes any schedules where commercials were not aired. Bravo Mic Communications, LLC will accept political advertising for 2023 Local Elections. Proper forms and advance payment must be received by Bravo Mic Communications, LLC at least 24 hours in advance of the first broadcast. All rates are net to the candidates accepted under Bravo Mic Communications, LLC guidelines outlined below and above.

Cut off Times and Deadlines- standard policy for all advertising orders are as follows:

For a Monday & Tuesday start date orders need to be in (completed with all paperwork and payments) by Friday 9:30am (mountain time)
 For a Wednesday start date orders need to be



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in (completed with all paperwork and payments) by Monday 3:30pm (mountain time)

For a Thursday start date orders need to be in (completed with all paperwork and payments) by Tuesday 3:30pm (mountain time) week prior For a Friday start date orders need to be in (completed with all paperwork and payments) by Wednesday 3:30pm (mountain time) week prior

For a Saturday & Sunday start date orders need to be in (completed with all paperwork and payments) by Thursday 9:30am (mountain time) week prior

- A. All political advertising must be covered either by a station contract or an agency contract and a Political Agreement form (NAB19) which states the candidate's name, his or her party affiliation and who is paying for the advertising.
- B. Time will be sold only to legally qualified candidates in which the candidate's voice appears in the announcement. The candidate need not voice the entire commercial, but his or her voice must be in the announcement somewhere. The candidate's political party and the name of the group or person paying for the advertising with the words "Paid By" must also be included within the :30 or :60 commercial. The candidate's voice must be recognized and/or identified within the commercial content. Failure to do so will negate the political rate.
- C. Any candidate advertising on Bravo Mic Communications stations will receive production at no charge if said commercial airs on a Bravo Mic Communication station(s). If a candidate wishes to produce a commercial that will NOT be airing on a Bravo Mic Communication station(s), a fee of \$100 plus tax rate of 8.07% (LCNM) 8.375% (DNM) per half-hour will be charged for production.

The lowest unit charge and "no censorship" provisions of FCC Political Advertising rules apply only when the above conditions are met. Other political advertising such as a political party, multi-candidate, or issue advertising will be charged at current issue rate card rates, and Bravo Mic Communications LLC., must approve the copy used in such other political advertising since the FCC Fairness Doctrine Personal Attack rulings would not apply. A maximum of two commercials per hour may be purchased. Spot announcements will be sold on Election Day but not run after 6:00pm. Sales will not be considered firm until cash payment for the entire schedule has been received by Bravo Mic Communications, LLC.

LOWEST UNIT CHARGE

- a. Applies to all uses by legally qualified candidates for any public office, Federal, State or Local. "Use" occurs only when the candidate's voice appears in the announcement and when the advertising is authorized by, and under the control of the candidate. Must name candidates committee to elect in commercial.
- b. Rates apply only during the 60-day period before the Local election.
- c. "Class" refers to the rate categories such as fixed, ROS, etc., "units of time" refers to :30 or :60 seconds, etc., "same period" refers to period of day, e.g., prime time, fringe, fixed, etc.

CERTIFICATION

- A. Station violates law if it sells time for use by or on behalf of Federal candidates without obtaining certification of purchase that amount charge will not violate candidates spending limitation.
- B. Applies to all purchases for use by or on behalf of Federal candidates irrespective of when the time is used for whether the candidate participates in the broadcast.
- C. Applies only to Federal candidates, except where the state has enacted spending limitations pursuant to Federal law.
- D. If purchase is not a candidate her/himself, station must give a written statement signed by candidate authorizing the purchase to make the certification.

PRODUCTION GUIDELINES FOR POLITICAL SEASON

- A. Candidates will be allowed one half hour (30 minutes) per production session (must be scheduled, no walk ins)
- B. Appointments will have a ten-minute grace period. Any candidate that does not show up at the end of the grace period will have to re-schedule.
- C. Under NO circumstances will any of the staff of Bravo Mic Communications, LLC be used as a voice in any political commercial.
- D. The candidate's voice MUST appear on the spot.
- E. Time guidelines are strict for all commercials ordered as :30 or :60 MUST be a :30 or a :60 in length.
- F. Production times will be Monday through Friday 9:00 am to 3:00 pm.
- G. No production will be done after hours. No production will be done on weekends.



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Lowest Unit Rate Card by Station and Format

KMVR FM 104.9 ADULT CONTEMPORY -MATCHING STREAMING (NO ADDITIONAL COST) PRIME RATES

DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$45.00	\$38.25	\$60.00	\$51.00
10AM-3PM	\$45.00	\$38.25	\$60.00	\$51.00
3PM-7PM	\$45.00	\$38.25	\$60.00	\$51.00
7PM-12MID	\$40.00	\$34.00	\$55.00	\$46.75
SATURDAY-SUNDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$40.00	\$34.00	\$55.00	\$46.75
10AM-3PM	\$40.00	\$34.00	\$55.00	\$46.75
3PM-7PM	\$40.00	\$34.00	\$55.00	\$46.75
7PM-12MID	\$35.00	\$29.75	\$50.00	\$42.50

KMVR FM 104.9 ADULT CONTEMPORY -MATCHING STREAMING (NO ADDITIONAL COST) ROS RATES BELOW

DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY 6AM-7PM	\$22.00	\$18.70	\$18.00	\$15.30
MONDAY-FRIDAY 6AM-12MID	\$22.00	\$18.70	\$18.00	\$15.30

KMVR FM 104.9 ADULT CONTEMPORY- MATCHING (NO ADDITIONAL COST) WIDE ROS RATES BELOW

DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-SUNDAY 6AM-7PM	\$16.00	\$13.60	\$18.00	\$15.30
MONDAY-SUNDAY 6AM-12MID	\$16.00	\$13.60	\$18.00	\$15.30



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DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$45.00	\$38.25	\$90.00	\$76.50
10AM-3PM	\$45.00	\$38.25	\$90.00	\$76.50
3PM-7PM	\$45.00	\$38.25	\$90.00	\$76.50
7PM-12MID	\$40.00	\$34.00	\$90.00	\$76.50
SATURDAY-SUNDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$40.00	\$34.00	\$90.00	\$76.50
10AM-3PM	\$40.00	\$34.00	\$90.00	\$76.50
3PM-7PM	\$40.00	\$34.00	\$90.00	\$76.50
7PM-12MID	\$35.00	\$29.75	\$90.00	\$76.50
KMVR F2-HD2 96.7 FM &104.9-2 HD-SPANISH VARIETY & SPORTS MATCHING STREAMING (NO ADDITIONAL COST) ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY 6AM-7PM	\$30.00	\$25.50	\$90.00	\$76.50
MONDAY-FRIDAY 6AM-12MID	\$24.00	\$20.40	\$90.00	\$76.50
KMVR F2-HD2 96.7 FM &104.9-2 HD-SPANISH VARIETY & SPORTS MATCHING STREAMING (NO ADDITIONAL COST) WIDE ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-SUNDAY 6AM-7PM	\$16.00	\$13.60	\$90.00	\$76.50
MONDAY-SUNDAY 6AM-12MID	\$16.00	\$13.60	\$90.00	\$76.50



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DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$45.00	\$38.25	\$90.00	\$76.50
10AM-3PM	\$45.00	\$38.25	\$90.00	\$76.50
3PM-7PM	\$45.00	\$38.25	\$90.00	\$76.50
7PM-12MID	\$40.00	\$34.00	\$90.00	\$76.50
SATURDAY-SUNDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$40.00	\$34.00	\$90.00	\$76.50
10AM-3PM	\$40.00	\$34.00	\$90.00	\$76.50
3PM-7PM	\$40.00	\$34.00	\$90.00	\$76.50
7PM-12MID	\$35.00	\$29.75	\$90.00	\$76.50
KOBE 1450 AM & 92.7 FM -MATCHING STREAMING (NO ADDITIONAL COST) ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY 6AM-7PM	\$35.00	\$29.75	\$90.00	\$76.50
MONDAY-FRIDAY 6AM-12MID	\$35.00	\$29.75	\$90.00	\$76.50
KOBE 1450 AM & 92.7 FM 104.9 NEWS TALK - MATCHING (NO ADDITIONAL COST) WIDE ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-SUNDAY 6AM-7PM	\$25.00	\$21.25	\$90.00	\$76.50
MONDAY-SUNDAY 6AM-12MID	\$20.00	\$17.00	\$90.00	\$76.50



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DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$75.00	\$63.75	\$90.00	\$76.50
10AM-3PM	\$75.00	\$63.75	\$90.00	\$76.50
3PM-7PM	\$75.00	\$63.75	\$90.00	\$76.50
7PM-12MID	\$70.00	\$59.50	\$90.00	\$76.50
SATURDAY-SUNDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$70.00	\$59.50	\$90.00	\$76.50
10AM-3PM	\$70.00	\$59.50	\$90.00	\$76.50
3PM-7PM	\$70.00	\$59.50	\$90.00	\$76.50
7PM-12MID	\$65.00	\$55.25	\$90.00	\$76.50
KVLC 101.1 FM CLASSIC HITS -MATCHING STREAMING (NO ADDITIONAL COST) ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY 6AM-7PM	\$22.00	\$18.70	\$24.00	\$20.40
MONDAY-FRIDAY 6AM-12MID	\$21.00	\$17.85	\$24.00	\$20.40
KVLC 101.1 FM CLASSIC HITS - MATCHING (NO ADDITIONAL COST) WIDE ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-SUNDAY 6AM-7PM	\$20.00	\$17.00	\$21.00	\$17.85
MONDAY-SUNDAY 6AM-12MID	\$20.00	\$17.00	\$21.00	\$17.85



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DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$45.00	\$38.25	\$60.00	\$51.00
10AM-3PM	\$45.00	\$38.25	\$60.00	\$51.00
3PM-7PM	\$45.00	\$38.25	\$60.00	\$51.00
7PM-12MID	\$40.00	\$34.00	\$55.00	\$46.75
SATURDAY-SUNDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$40.00	\$30.60	\$55.00	\$45.90
10AM-3PM	\$40.00	\$30.60	\$55.00	\$45.90
3PM-7PM	\$40.00	\$30.60	\$55.00	\$45.90
7PM-12MID	\$35.00	\$29.75	\$50.00	\$42.50
KXPZ 99.5 FM COUNTRY -MATCHING STREAMING (NO ADDITIONAL COST) ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY 6AM-7PM	\$22.00	\$18.70	\$18.00	\$15.30
MONDAY-FRIDAY 6AM-12MID	\$18.00	\$15.30	\$18.00	\$15.30
KXPZ 99.5 FM COUNTRY- MATCHING (NO ADDITIONAL COST) WIDE ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-SUNDAY 6AM-7PM	\$16.00	\$13.60	\$18.00	\$15.30
MONDAY-SUNDAY 6AM-12MID	\$16.00	\$13.60	\$18.00	\$15.30



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DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$40.00	\$34.00	\$50.00	\$42.50
10AM-3PM	\$40.00	\$34.00	\$50.00	\$42.50
3PM-7PM	\$40.00	\$34.00	\$50.00	\$42.50
7PM-12MID	\$35.00	\$29.75	\$45.00	\$38.25
SATURDAY-SUNDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$35.00	\$30.60	\$45.00	\$38.25
10AM-3PM	\$35.00	\$30.60	\$45.00	\$38.25
3PM-7PM	\$35.00	\$30.60	\$45.00	\$38.25
7PM-12MID	\$30.00	\$25.50	\$40.00	\$34.00
KDEM 94.3 FM ADULT CONTEMPORY -MATCHING STREAMING (NO ADDITIONAL COST) ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY 6AM-7PM	\$12.00	\$10.20	\$22.00	\$18.70
MONDAY-FRIDAY 6AM-12MID	\$12.00	\$10.20	\$22.00	\$18.70
KDEM 94.3 FM ADULT CONTEMPORY- MATCHING (NO ADDITIONAL COST) WIDE ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-SUNDAY 6AM-7PM	\$12.00	\$10.20	\$22.00	\$18.70
MONDAY-SUNDAY 6AM-12MID	\$12.00	\$10.20	\$22.00	\$18.70



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DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$35.00	\$29.75	\$45.00	\$38.25
10AM-3PM	\$35.00	\$29.75	\$45.00	\$38.25
3PM-7PM	\$35.00	\$29.75	\$45.00	\$38.25
7PM-12MID	\$30.00	\$25.50	\$40.00	\$34.00
SATURDAY-SUNDAY	PRIME RATES	DAYPARTED	SPECIFICATIONS	APPLY (NPR)
6AM-10AM	\$30.00	\$25.50	\$40.00	\$34.00
10AM-3PM	\$30.00	\$25.50	\$40.00	\$34.00
3PM-7PM	\$30.00	\$25.50	\$40.00	\$34.00
7PM-12MID	\$25.00	\$21.25	\$35.00	\$29.75
KOTS 1230 AM COUNTRY -MATCHING STREAMING (NO ADDITIONAL COST) ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-FRIDAY 6AM-7PM	\$12.00	\$10.20	\$13.50	\$11.48
MONDAY-FRIDAY 6AM-12MID	\$11.00	\$ 9.35	\$13.50	\$11.48
KOTS 1230 COUNTRY- MATCHING (NO ADDITIONAL COST) WIDE ROS RATES BELOW				
DAYPART	:30 GROSS RATE	:30 NET RATE	:60 GROSS RATE	:60 NET RATE
MONDAY-SUNDAY 6AM-7PM	\$10.00	\$ 8.50	\$11.80	\$10.03
MONDAY-SUNDAY 6AM-12MID	\$10.00	\$ 8.50	\$11.80	\$10.03