



Adult Alternative/Adult Rock



Rock/Classic Rock



Country

JACKSON HOLE, WYOMING

## 2018 RADIO ADVERTISING RATES & policy/POLITICAL ADS Jackson, Wyoming

Below is a list of stations & rates for political advertising.

96.9KMTN-fm, 95.3KZJH-fm, 93.5KJAX-fm,

These are the "lowest unit Charge" ("LUC") and apply to political "uses" announcements that feature the candidate's authorized campaign committee.) Such advertising time will be offered to qualified federal & state candidates during the **primary campaign period July 7 - August 21, 2018 & the general campaign September 7 - November 6, 2018**

. All other political advertisements, including the advertising time sponsored by Independent political action committees or for non-candidate "issue" advertising, are sold at the regular prevailing commercials rates. All rates are net to station.

In order to qualify for "lowest unit charge" ("LUC") the candidate or its authorized committee must provide the station with a written certification stating whether or not the political advertisement refers to another candidate of the same office. If the political advertisement does refer to an opposing candidate, the certificate must state that the Political advertisement will include a message, in the candidates own voice, identifying the candidate sponsoring the advertisement by name and the office being sought which expressly states that the candidate approved of the broadcast.

### Description of amount and classes of time available

Spot time is available in 30 second, 60 second announcements for the price indicated for specified class of time. All advertising and other advertising time is scheduled at the discretion of the Station within the day and time parameters listed. Please contact Joe Perry to discuss availabilities and cost. Generally, the earlier an order is placed, the greater the scheduling options available. The Station will not sell political announcements in newscasts or sell news sponsorship.

Policy on make goods: make goods will be made in like time ordered... if possible.

**All orders for political advertising must be accompanied by payment in advance by cash, or check drawn on the campaign account and a signed and completed agreement form for political candidates. Payments must be received in advance of the broadcast of any political announcement.**

All announcements must comply with all sponsorship identification requirements of federal law.

If proper identification is not incorporated in the spot, the station reserves the right to provide the appropriate information for broadcast within the scheduled time for the spot.

All spots require a minimum of 48hours cancellation notice.

Political rates as of 1/1/2018

**Class of time 30 seconds & 60 seconds**

**Designated day/day part: Daytime ROS (Monday-Sunday) 6a-7p**

Single Station Political rates: net to station

30 second (ROS) \$6.00 specified times \$8.35

60 second (ROS) \$8:50 specified times \$8:50

Specified times placed (to within one hour) (see stations rate card for single Station regular rates)

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