



Agency Rate Card

Rates effective 06/05/17

Monday through Friday

	AM		FM	
	:30	:60	:30	:60
6A-9A (M,T,W,F on AM)	\$ 12.00	\$ 18.00	\$ -	\$ -
6A-9A (City Show Thurs on AM)	N/A	N/A	\$ -	\$ -
9A-10A (Today in Yuma AM/FM)	\$ 12.00	\$ 18.00	\$ 25.00	\$ 30.00
5A-9A (Kidd Kraddick FM)	\$ -	\$ -	\$ 27.00	\$ 41.00
10A-12P (Bob & Sheri FM)	\$ -	\$ -	\$ 27.00	\$ 41.00
10A-3P/3P-7P	\$ 11.00	\$ 17.00	\$ 25.00	\$ 38.00
6A-7P (BTA)	\$ 9.00	\$ 14.00	\$ 23.00	\$ 35.00
5A-MID (BTA)	\$ 7.00	\$ 9.00	\$ 16.00	\$ 24.00
7P-MID (BTA)	\$ 4.00	\$ 6.00	\$ 13.00	\$ 20.00
MID-5A	\$ 3.00	\$ 5.00	\$ 6.00	\$ 9.00

Saturday & Sunday

	:30	:60	:30	:60
6A-10A/10A-3P/3P-7P	\$ 8.00	\$ 12.00	\$ 17.00	\$ 26.00
6A-7P (BTA)	\$ 7.00	\$ 11.00	\$ 15.00	\$ 23.00
5A-MID (BTA)	\$ 6.00	\$ 8.00	\$ 13.00	\$ 20.00
7P-MID (BTA)	\$ 4.00	\$ 6.00	\$ 8.00	\$ 12.00
MID-5A	\$ 3.00	\$ 5.00	\$ 5.00	\$ 8.00

T E R M S

All rates are agency commissionable.
(National Radio Sales Rep: Genesis Media Partners)

Today in Yuma is a combo buy, as the show is simulcast on both AM & FM stations.

BTA (Best Time Available) Pre-emptible.
Pre-emptible commercials may be bumped for higher priced commercials.

Tap #1 (Total Audience Plan) Equal placement of commercials each day in weekly flight of commercials 6A-10A/10A-3P/ 3P-7P dayparts.

Tap #2 (Total Audience Plan) Equal placement of commercials each day in weekly flight of commercials 6A-10A/10A-3P/ 3P-7P/7P-MID dayparts.

Specified time inside 6A-10A/10A-3P/3P-7P dayparts add \$2.00 per announcement per station.

Rate cards subject to change at any time by General Manager.

Endorsements and talent fees subject to General Manager approval.

MonsterMedia LLC, dba KLUZ-FM and KCYK-AM does not discriminate in any way on the basis of race or gender with regards to its advertising practices.

:15 Billboards on AM

M - F 6A-10A \$ 9.00

M - F 10A-MID \$ 5.00

S- S 6A-MID \$ 5.00

:05 News/Weather/ Traffic

Opens & Closes

M - F 10A-MID \$ 4.00

Web Ads

Leaderboard

728x90

\$215.00/month

Skyscraper

160x600

\$175.00/month

Rectangle

300x250

\$100.00/month

Tile

160x90

\$60.00/month

:15 Billboards on FM

M - F 6A-10A \$ 14.00

M - F 10A-MID \$12.00

S- S 6A-MID \$12.00

:05 News/Weather/Traffic

Opens & Closes

M - F 10A-MID \$ 8.00

Social Media Facebook & Twitter on either AM or FM:

1 Blast Pic/Text \$30.00

No more than 2 units of the same advertiser may air in the same hour.

www.monstermediayuma.com

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