

NOVEMBER 3, 2020 POLITICAL GENERAL ELECTION RATE POLICY
KPLY 630

Accepted races: All Federal races, State Assembly, State Supreme Court, Intermediate Appellate Courts, County Commissioner, Reno City Council, Sparks City Council, Reno Municipal Judge, Sparks Municipal Judge

1. All legally qualified candidates will be offered our lowest unit rate provided that: A) the announcement contains a "Use" appearance on the ad by the candidate where the candidate is either identified or identifiable through his/her voice, and B) it is within 60 days preceding this General Election.
2. Candidate should try to adhere to all order and copy deadlines as outlined on attachment A.
3. All orders must be accompanied by a completed NAB political form. A 15% agency commission will automatically be deducted from the gross amount of the advertising for the candidate whether represented by an agency or not.
4. All orders must be paid in full before they air.
5. Please use current rates when announcement does not include candidate use or when time is purchased more than 60 days preceding this General Election.
6. Political unit rates for 2020 General Election:

***6am to 7pm Rotator (Non pre-emptible)**

Mon-Fr (:30) – (:60)

KPLY \$10 - \$15

Sat-Sun (:30) – (:60)

KPLY \$10 - \$15

***Other classes of time available on request for federal candidates only.**

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2. Candidate should try to adhere to all order and copy deadlines as outlined on attachment A.
3. All orders must be accompanied by a completed NAB political form. A 15% agency commission will automatically be deducted from the gross amount of the advertising for the candidate whether represented by an agency or not.
4. All orders must be paid in full before they air.
5. Please use current rates when announcement does not include candidate use or when time is purchased more than 45 days preceding this General Election.
6. Please contact Mike Murray for Rates and Availability
7. For reconciliation information, please contact Accounting @lotusradio.com.

LOTUS RADIO CORP. COPY/ORDER TRAFFIC DEADLINES

START DATE:

DEADLINE:

Tuesday

2:00PM Monday

Wednesday

2:00PM Tuesday

Thursday

2:00PM Wednesday

Friday, Saturday, Sunday OR Monday

2:00PM Thursday