



2016 PRIMARY ELECTION POLITICAL ADVERTISING

ATTN: GENERAL SALES MANAGER / SALES MANAGER

Regional Reps Corp. calls on advertising agencies with political and issue advertisers. We will be presenting political campaign proposals to the agency for Hillary Clinton and would like to include your station(s)!

***If you have questions, please call Mandee Kalinowski or email at mkalinowski@regionalreps.com

The below rates are (GROSS) lowest unit CANDIDATE RATES our station will charge during the 2016 Primary election period:

	CANDIDATE RATES				
	6A-10A	10A-3P	3P-7P	M-F 6A-7P	WKND
:60 GROSS	7.50	7.00	7.00	6.50	6.50
:30 GROSS	5.50	5.00	5.00	4.50	4.50

The below rates are (GROSS) ISSUE RATES (regular commercial rates) our station will charge during the 2016 KY Primary election period (also can be used as non-window political rates):

	6A-10A	10A-3P	3P-7P	M-F 6A-7P	WKND
:60 GROSS	9.00	8.50	8.50	8.00	8.00
:30 GROSS	7.00	6.50	6.50	6.00	6.00

Traffic Email (for MP3 delivery): Studio@mountaingospel.org

Do you accept credit cards: MasterCard Visa American Express NO

Regional Reps Corp. (RRC) is authorized to secure political advertising for us. We acknowledge Regional Reps' receipt of payment for a political order as the same as having cash in advance (RRC will forward payment immediately upon receipt from the agency).
 In addition to agency discount, we agree to a sales commission of 15% of the gross dollars secured by RRC, deducted from their payment to us. (Note: The FCC regards sales commission as a "station's cost of doing business"; commissions have no effect on political rates and should NOT be added to your rates).

Manager Signature: [Signature] Title: General Manager

Print Name Daniel Lorimer Call Letters: WBFC - AM

Format: Southern Gospel

Please complete a form for EACH of your stations!
PLEASE FAX ALL FORMS TO 216-916-4898