



# AMERICAN GENERAL MEDIA

2325 Skyway Drive  
Suite J  
Santa Maria CA 93455  
(805) 922-1041  
(805) 928-3069 Fax



**SUNNY 102.5**  
**COUNTRY FM**

**KSMA RADIO**  
**NEWS-TALK**  
**AM 1240**

## American General Media Santa Maria Candidate Rate Card November 3, 2020 General Election Rates Effective: 9/5/20 - 11/3/20

### Fixed / Non-Preemptible Rates

	<u>KBOX-FM</u> :30 / :60	<u>KPAT-FM</u> :30 / :60	<u>KRQK-FM</u> :30 / :60	<u>KSNI-FM</u> :30 / :60	<u>KSMA-AM</u> :30 / :60
<b>M-F</b>					
6a-10a	\$44	\$42	\$40	\$44	\$40
10a-3p	\$44	\$42	\$40	\$44	\$40
3p-7p	\$44	\$42	\$40	\$44	\$40
7p-Mid	\$15	\$25	\$20	\$15	\$15
<b>Sat/Sun</b>					
6a-10a	\$28	\$36	\$26	\$28	\$22
10a-3p	\$28	\$36	\$26	\$28	\$22
3p-7p	\$28	\$36	\$26	\$28	\$22
7p-Mid	\$10	\$15	\$15	\$15	\$15

### Preemptible Rates

	<u>KBOX-FM</u> :30 / :60	<u>KPAT-FM</u> :30 / :60	<u>KRQK-FM</u> :30 / :60	<u>KSNI-FM</u> :30 / :60	<u>KSMA-AM</u> :30 / :60
<b>M-F</b>					
6a-10a	\$30	\$30	\$35	\$38	\$30
10a-3p	\$30	\$30	\$35	\$38	\$30
3p-7p	\$30	\$30	\$35	\$38	\$30
7p-Mid	\$10	\$10	\$10	\$10	\$5
<b>Sat/Sun</b>					
6a-10a	\$20	\$20	\$25	\$25	\$15
10a-3p	\$20	\$20	\$25	\$25	\$15
3p-7p	\$20	\$20	\$25	\$25	\$15
7p-Mid	\$10	\$10	\$12	\$10	\$10

### Immediate Preemptible Rates

	<u>KBOX-FM</u> :30 / :60	<u>KPAT-FM</u> :30 / :60	<u>KRQK-FM</u> :30 / :60	<u>KSNI-FM</u> :30 / :60	<u>KSMA-AM</u> :30 / :60
<b>M-F</b>					
6a-10a	\$24	\$24	\$20	\$23	\$20
10a-3p	\$24	\$24	\$20	\$23	\$20
3p-7p	\$24	\$24	\$20	\$23	\$20
7p-Mid	\$3	\$5	\$3	\$5	\$3
6a-7p	\$20	\$20	\$18	\$20	\$15
<b>Sat/Sun</b>					
6a-10a	\$8	\$10	\$10	\$5	\$5
10a-3p	\$8	\$15	\$10	\$5	\$5
3p-7p	\$8	\$15	\$10	\$5	\$5
7p-Mid	\$3	\$5	\$5	\$1	\$1

Immediately Pre-emptible Branding Packages Available upon Request

To qualify for Candidate rates, the candidate's voice must be heard within commercial  
Rates subject to change should lower rates become available within Primary Window  
Rates are good for all registered candidates on the November 3, 2020 General Election ballot  
Disclaimers are required only on ads concerning candidates



## AMERICAN GENERAL MEDIA

### 2020 NON-CANDIDATE / ISSUE RATE CARD

AGM SANTA MARIA  
2325 SKYWAY DRIVE # J, SANTA MARIA, CA 93455

Contact: Emily Reiswig // [ereiswig@americangeneralmedia.com](mailto:ereiswig@americangeneralmedia.com)  
PH: 805 922-1041 Cell: 805 705-5271

#### Gross rates // :30s or :60s

##### KBOX - FM

###### MONDAY - FRIDAY

6A-10A	\$45
10A-3P	\$45
3P-7P	\$45
6A-7P	\$40
7P-12MID	\$15

###### SATURDAY & SUNDAY

6A-7P	\$25
7P-12MID	\$10

##### KPAT - FM

###### MONDAY-FRIDAY

6A-10A	\$40
10-3P	\$40
3-7P	\$40
6A-7P	\$35
7P-12MID	\$20

###### SATURDAY & SUNDAY

6A-7P	\$30
7P-12MID	\$10

##### KSNI - FM

###### MONDAY-FRIDAY

6A-10A	\$45
10A-3P	\$45
3P-7P	\$45
6A-7P	\$40
7P-12MID	\$15

###### SATURDAY & SUNDAY

6A-7P	\$30
7P-12MID	\$15

##### KSMA - AM

###### MONDAY-FRIDAY

6A-10A	\$25
10-3P	\$25
3-7P	\$25
6A-7P	\$20
7P-12MID	\$10

###### SATURDAY & SUNDAY

6A-7P	\$15
7P-12MID	\$10

##### KRQK - FM

###### MONDAY-FRIDAY

6A-10A	\$40
10A-3P	\$40
3P-7P	\$40
6A-7P	\$35
7P-12MID	\$10

###### SATURDAY & SUNDAY

6A-7P	\$25
7P-12MID	\$10