



AMERICAN GENERAL MEDIA

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(805) 928-3069 Fax



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
M-F					
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
Sat/Sun					
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
M-F					
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
Sat/Sun					
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
M-F					
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
Sat/Sun					
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
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