



KZDZ FM  
CLASSIC ROCK  
Political Rate Card

### Outside Political Window

Comparable Rates: Available to commercial advertisers outside the 60-day (general election) and 45-day (pre-election) lowest unit charge windows.

Mon – Fri (:30/:60)	Preemptible	Non-Preemptible
6a-10a	40	55
10a-3p	40	55
3p-7p	40	55
7p-12m	20	25
6a-7p	35	50

Saturday (:30/:60)	Preemptible	Non-Preemptible
6a-10a	35	45
10a-3p	35	45
3p-7p	35	45
7p-12m	15	25
6a-7p	30	30

Sunday (:30/:60)	Preemptible	Non-Preemptible
6a-10a	30	40
10a-3p	30	40
3p-7p	30	40
7p-12m	10	20
6a-7p	25	25

### Inside Political Window

Lowest Unit Rate (LUR), Preemptible with Notice, and Non-Preemptible rate available to political advertisers inside the 60-day (general election) and 45-day (pre-election) lowest unit charge windows.

Mon – Fri (:30/:60)	LUR	Preemptible	Non-Preemptible
6a-10a	24	40	55
10a-3p	25	40	55
3p-7p	25	40	55
7p-12m	10	20	25
6a-7p	20	35	50

Saturday (:30/:60)	LUR	Preemptible	Non-Preemptible
6a-10a	10	35	45
10a-3p	10	35	45
3p-7p	5	35	45
7p-12m	5	15	25
6a-7p	8	30	30

Sunday (:30/:60)	LUR	Preemptible	Non-Preemptible
6a-10a	5	30	40
10a-3p	5	30	40
3p-7p	5	30	40
7p-12m	5	10	20
6a-7p	5	25	25

#### Class of time

##### • Non-Preemptible

These announcements are broadcast at an agreed-upon rate, during specific days, within a specific program, daypart or time period requested by the advertiser. These announcements are non-preemptible and will not be preempted by an advertiser offering a higher rate. Rates are based on current selling level and availability at time of placement.

##### • Preemptible (With Notice)

These announcements are guaranteed to run, but may be preempted with notice. These announcements are sold to commercial advertisers with the understanding that they will run, unless the station sells out its inventory in a particular rotation or day-part and then notice will be provided to the advertiser. These commercials are scheduled to air at AGM's discretion in the particular program/time period requested by the advertiser.

##### • LUR: Lowest Unit/Spot Rate – (BTA, Best Time available/ROS, Run of Schedule/Rotations)

Candidates may purchase our lowest unit/commercial BTA/ROS announcements at rates comparable to those received by commercial advertisers and will receive treatment comparable to such advertisers with respect to preemption. These commercials run only if no higher paying advertiser purchases the time period during which they are scheduled.

\*COMPLETE DESCRIPTION OF "CLASS OF TIME" IS AVAILABLE IN THE AGM POLITICAL ADVERTISING DISCLOSURE STATEMENT.