



Yuma, AZ Primary Election 2022

IN WINDOW ISSUE

07/16/2021-9/14/2021

STATION	DAYPART	DAY		DATES	FORMAT/DIAL	ISSUE GROSS :60 RATE	ISSUE NET :60 RATE	ISSUE GROSS :30 RATE	ISSUE NET :30 RATE
KBLU-AM	MORNING	M-F	6AM-10AM	09/04/2020-11/03/2020	NEWS TALK - 560 AM	97.50	82.88	78.00	66.30
KBLU-AM	MIDDAY	M-F	10AM-3PM	09/04/2020-11/03/2020	NEWS TALK - 560 AM	97.50	82.88	78.00	66.30
KBLU-AM	AFTERNOON	M-F	3PM-7PM	09/04/2020-11/03/2020	NEWS TALK - 560 AM	97.50	82.88	78.00	66.30
KBLU-AM	EVENING	M-F	7PM-12AM	09/04/2020-11/03/2020	NEWS TALK - 560 AM	65.00	55.25	52.00	44.20
KBLU-AM	MORNING	SA-SU	6AM-10AM	09/04/2020-11/03/2020	NEWS TALK - 560 AM	56.25	47.81	45.00	38.25
KBLU-AM	MIDDAY	SA-SU	10AM-3PM	09/04/2020-11/03/2020	NEWS TALK - 560 AM	56.25	47.81	45.00	38.25
KBLU-AM	AFTERNOON	SA-SU	3PM-7PM	09/04/2020-11/03/2020	NEWS TALK - 560 AM	56.25	47.81	45.00	38.25
KBLU-AM	EVENING	SA-SU	7PM-12AM	09/04/2020-11/03/2020	NEWS TALK - 560 AM	37.50	31.88	30.00	25.50
KBLU-AM	HOURLY SPECIFIC	M-SU	Hour Specific 24hr	09/04/2020-11/03/2020	NEWS TALK - 560 AM	143.75	122.19	115.00	97.75
KQSR-FM	MORNING	M-F	6AM-10AM	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	75.00	63.75	63.00	53.55
KQSR-FM	MIDDAY	M-F	10AM-3PM	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	75.00	63.75	63.00	53.55
KQSR-FM	AFTERNOON	M-F	3PM-7PM	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	75.00	63.75	63.00	53.55
KQSR-FM	EVENING	M-F	7PM-12AM	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	50.00	42.50	42.00	35.70
KQSR-FM	MORNING	SA-SU	6AM-10AM	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	51.00	43.35	42.00	35.70
KQSR-FM	MIDDAY	SA-SU	10AM-3PM	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	51.00	43.35	42.00	35.70
KQSR-FM	AFTERNOON	SA-SU	3PM-7PM	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	51.00	43.35	42.00	35.70
KQSR-FM	EVENING	SA-SU	7PM-12AM	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	34.00	28.90	28.00	23.80
KQSR-FM	HOURLY SPECIFIC	M-SU	Hour Specific 24hr	09/04/2020-11/03/2020	ADULT CONTEMPORARY - 100.9 FM	125.00	106.25	100.00	85.00
KTTI-FM	MORNING	M-F	6AM-10AM	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	96.00	81.60	70.00	59.50
KTTI-FM	MIDDAY	M-F	10AM-3PM	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	96.00	81.60	60.00	51.00
KTTI-FM	AFTERNOON	M-F	3PM-7PM	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	96.00	81.60	60.00	51.00
KTTI-FM	EVENING	M-F	7PM-12AM	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	64.00	54.40	40.00	34.00
KTTI-FM	MORNING	SA-SU	6AM-10AM	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	60.00	51.00	51.00	43.35
KTTI-FM	MIDDAY	SA-SU	10AM-3PM	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	60.00	51.00	51.00	43.35
KTTI-FM	AFTERNOON	SA-SU	3PM-7PM	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	60.00	51.00	51.00	43.35
KTTI-FM	EVENING	SA-SU	7PM-12AM	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	40.00	34.00	34.00	28.90
KTTI-FM	HOURLY SPECIFIC	M-SU	Hour Specific 24hr	09/04/2020-11/03/2020	COUNTRY - 95.1 FM	150.00	127.50	120.00	102.00

Rate Sections are as follows:
LUR = Lowest Unit Rate. Preemptable.
Rates valid for 48 hours after submission. Time periods, rates, and rotations may only be adjusted by station only. All rates and programming subject to change.

EL DORADO BROADCASTERS, LLC. KTTI FM, KQSR FM, KBLU AM, and all subsidiaries do not discriminate on the basis of race or ethnicity in the sale of advertising on any medium (broad accept no advertising which is placed with the intent to discriminate on the basis of race or ethnicity.

updated 7/16/21