

**LOWEST UNIT RATES**      *Primary Window*  
**POLITICAL RATES BY STATION FOR STANDARD DAYPARTS**

WINDOW: 6/23-8/6/24

UPDATED

**STATION**

<b>GROSS RATES</b>	
<i>Lowest Rates KCGQ</i>	
6am-10am	\$16
10am-3pm	\$16
3-7pm	\$15
7pm-12m	\$15
12m-12m	\$10
12m-6am	\$5
6am-7pm	\$15
6am -12m	\$15

<i>Lowest Rates KEZS-FM</i>	
6am-10am	\$30
10am-3pm	\$30
3-7pm	\$30
7pm-12m	\$30
12m-12m	\$30
6am-12m	\$30
12m-6am	\$10
6am-7pm	\$30

<i>Lowest Rates KGIR-AM</i>	
6am-10am	\$12
10am-3pm	\$12
3-7pm	\$12
7pm-12m	\$12
12m-12m	\$10
6am-12m	\$12
12m-6am	\$3
6am-7pm	\$12

<i>Lowest Rates KGKS-FM</i>	
6am-10am	\$17
10am-3pm	\$17
3-7pm	\$16
7pm-12m	\$16
12m-12m	\$10
6am-12m	\$17
12m-6am	\$8

**STATION**

<b>NET RATES</b>	
<i>Lowest Rates KCGQ</i>	
6am-10am	13.60
10am-3pm	13.60
3-7pm	12.75
7pm-12m	12.75
12m-12m	8.50
12m-6am	4.25
6am-7pm	12.75
6am -12m	12.75

<i>Lowest Rates KEZS-FM</i>	
6am-10am	25.50
10am-3pm	25.50
3-7pm	25.50
7pm-12m	25.50
12m-12m	25.50
6am-12m	25.50
12m-6am	8.50
6am-7pm	25.50

<i>Lowest Rates KGIR-AM</i>	
6am-10am	10.20
10am-3pm	10.20
3-7pm	10.20
7pm-12m	10.20
12m-12m	8.50
6am-12m	10.20
12m-6am	2.55
6am-7pm	10.20

<i>Lowest Rates KGKS-FM</i>	
6am-10am	14.45
10am-3pm	14.45
3-7pm	13.60
7pm-12m	13.60
12m-12m	8.50
6am-12m	14.45
12m-6am	6.80

6am-7pm	\$11
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6am-7pm	9.35
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<i>Lowest Rates KSIM-AM</i>	
6am-10am	\$3
10am-3pm	\$3
3-7pm	\$3
7pm-12m	\$3
12m-12m	\$4
6am-12m	\$3
12m-6am	\$3
6am-7pm	\$3

<i>Lowest Rates KSIM-AM</i>	
6am-10am	2.55
10am-3pm	2.55
3-7pm	2.55
7pm-12m	2.55
12m-12m	3.40
6am-12m	2.55
12m-6am	2.55
6am-7pm	2.55

<i>Lowest Rates KZIM-AM</i>	
6am-10am	\$6
10am-3pm	\$6
3-7pm	\$6
7pm-12m	\$6
12m-12m	\$5
6am-12m	\$6
12m-6am	\$4
6am-7pm	\$5

<i>Lowest Rates KZIM-AM</i>	
6am-10am	5.10
10am-3pm	5.10
3-7pm	5.10
7pm-12m	5.10
12m-12m	4.25
6am-12m	5.10
12m-6am	3.40
6am-7pm	4.25