



A subsidiary of GPK Media, LLC

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ADVERTISING RATES

ACCUMULATIVE RATE SCHEDULE • EFFECTIVE JANUARY 1, 2010

NATIONAL COMMISSIONABLE RATE

	1 Hour	1/2 Hour	1/4 Hour	1 Min	:30 Sec
1 to 25	\$159.65	\$139.05	\$79.30	\$22.40	\$16.80
26 to 51	\$139.05	\$118.45	\$64.40	\$20.35	\$15.25
52 to 150	\$123.60	\$100.45	\$50.20	\$17.00	\$12.75
151 to 311	\$115.90	\$ 85.00	\$43.80	\$12.90	\$ 9.70
312 and up	\$100.45	\$ 77.25	\$37.10	\$11.35	\$ 8.50
1000 up	UPON REQUEST				

15% Commission Paid Only On Accounts Paid Within 45 Days

Broken Contracts Will Be Pro-Rated And Billed Accordingly

AGENCY RESPONSIBLE FOR ADVERTISING PLACED

ACCUMULATED CONTRACTS EARN LOWER PER SPOT RATE

NON-COMMISSIONABLE LOCAL RATES

	1 Hour	1/2 Hour	1/4 Hour	1 Min	:30 Sec
1 to 25	\$137.00	\$125.70	\$65.40	\$18.00	\$13.50
26 to 51	\$120.25	\$ 98.40	\$55.10	\$13.65	\$10.25
52 to 150	\$ 97.85	\$ 88.10	\$44.80	\$10.55	\$ 7.90
151 to 311	\$ 92.45	\$ 77.80	\$39.65	\$ 9.00	\$ 6.75
312 and up	\$ 83.45	\$ 61.80	\$29.35	\$ 7.45	\$ 5.60
1000 up	UPON REQUEST				

Non-Commissionable rates will NOT be given on any account requiring exact times.

POLITICAL ADVERTISING: Cash With Order

TRANSIENT/AMUSEMENT: Cash With Order

BARS/NIGHT CLUBS: Cash With Order

OUT OF TOWN BUSINESSES: Cash With First Order

**Sierra County's Only
Locally Owned And
Operated Radio Station!**

*Your 1,000 Watt Voice Of Sierra County
- Serving The Community Since 1946.
News and Information
Country and Gospel Music!*

PACKAGE RATES

All Announcements
Must Used Within 30 Days
Non-Commissionable Rates

15	\$145.00
30	\$260.00
45	\$340.00
55	\$410.00

REMOTES

\$400 First Hour

\$185 Each Additional Hour

All spots during the remote are yours. Our portable studio is set up at your business.

(A dedicated telephone line is required for the remote. If one is not available, the cost of the line will be added to the cost of the remote.)

Ask About Availabilities:

- 15 and 8 minute Newscasts
- Sports
- Weather
- Specialty Programs



YOUR BUSINESS IS ALWAYS APPRECIATED!