

ADVERTISING RATES

EFFECTIVE JULY 2007



AD DURATION	NEWS 7PM - 8 PM	PRE NEWS 6:56 - 7PM	PRIME TIME 8 - 10PM	PRIME TIME 2 4:30 -6:55PM 10 -10:59 PM	B TIME 6AM -4:29 PM	C TIME 11PM - 5:59AM
Tier Up to 200k						
60 sec	\$ 5,985.00	\$ 2,992.50	\$ 2,441.88	\$ 1,577.05	\$ 1,391.51	\$ 900.00
45 sec	\$ 4,500.00	\$ 2,250.00	\$ 1,836.00	\$ 1,185.75	\$ 1,046.25	\$ 645.00
30 sec	\$ 3,000.00	\$ 1,500.00	\$ 1,500.00	\$ 800.00	\$ 697.50	\$ 450.00
15 sec	\$ 1,800.00	\$ 900.00	\$ 734.40	\$ 474.30	\$ 418.50	\$ 258.00
Tier \$201k to 500k						
60 sec	\$ 5,985.00	\$ 2,992.50	\$ 2,268.91	\$ 1,526.18	\$ 1,346.63	\$ 850.00
45 sec	\$ 4,500.00	\$ 2,250.00	\$ 1,705.95	\$ 1,147.50	\$ 1,012.50	\$ 638.00
30 sec	\$ 3,000.00	\$ 1,500.00	\$ 1,137.30	\$ 765.00	\$ 675.00	\$ 425.00
15 sec	\$ 1,800.00	\$ 900.00	\$ 682.38	\$ 459.00	\$ 405.00	\$ 255.20
Tier 501k to 850k						
60 sec	\$ 5,985.00	\$ 2,992.50	\$ 2,197.69	\$ 1,492.26	\$ 1,316.70	\$ 800.00
45 sec	\$ 4,500.00	\$ 2,250.00	\$ 1,652.40	\$ 1,122.00	\$ 990.00	\$ 600.00
30 sec	\$ 3,000.00	\$ 1,500.00	\$ 1,101.60	\$ 748.00	\$ 660.00	\$ 400.00
15sec	\$ 1,800.00	\$ 900.00	\$ 660.96	\$ 448.80	\$ 396.00	\$ 255.20
Tier 851k to 1.2M						
60 sec	\$ 5,985.00	\$ 2,992.50	\$ 2,146.82	\$ 1,443.02	\$ 1,273.25	\$ 700.00
45 sec	\$ 4,500.00	\$ 2,250.00	\$ 1,614.15	\$ 1,084.97	\$ 957.33	\$ 525.00
30 sec	\$ 3,000.00	\$ 1,500.00	\$ 1,076.10	\$ 723.32	\$ 638.22	\$ 350.00
15sec	\$ 1,800.00	\$ 900.00	\$ 644.30	\$ 433.99	\$ 382.93	\$ 210.00

TERMS AND CONDITIONS

NEWS & PRENEWS

Volume discounts will not be applied to news and pre news spots, all news and pre news spots will be charged at the scheduled rates. Sponsored segments in the News are available at the price of \$3,000.00 each

PREFERRED ARRANGEMENTS

A 15% charge will be added to the scheduled rates for the placement of ads in preferred programs and preferred breaks and during the months of October through December each year.

BUSINESS FEATURES

Advertising time for Business features of will be sold for the pre news break and prime time at the rate of \$1,000.00 per minute.

CUSTOMER ORDER CLOSE OFF TIMES

The deadline for bookings and receiving material is 3 pm daily Monday through Friday, to facilitate placements within the same day and before 11:00 am the following morning.