



Radio - Rate Card #4 - CALIFORNIA
State By State Remnant Program
Number of Affiliates: 63
Number of Markets: 44
Type: 30-Sec ROS (Run of Schedule)
Rotation: Mon-Sun 24/7
Free Radio Spot Production Included!

Regional Radio Remnant Program - Rate Card #4					
	# of Clusters	Cost Per Cluster	# of Spots	Cost Per Spot	Rate
Package 1	5	\$2,100.00	315	\$33.33	\$10,500
Package 2	10	\$2,000.00	630	\$31.75	\$20,000
Package 3	20	\$1,900.00	1,260	\$30.16	\$38,000
Package 4	50	\$1,800.00	3,150	\$28.57	\$90,000

Station	Market	DMA	County	Freq	Format
KBLF-AM	RED BLUFF	Chico-Redding	TEHAMA	1490	NOST
KBLF-FMt	RED BLUFF	Chico-Redding	TEHAMA	104.7	NOST
KBLU-AM	YUMA, AZ	Yuma-El Centro	YUMA, AZ	560	N/T
KBRE-AM	MERCED	Fresno-Visalia	MERCED	1660	ROCK
KBRE-FMt	MERCED	Fresno-Visalia	MERCED	105.7	ROCK
KCAA-AM	LOMA LINDA	Los Angeles	SAN BERNADINO	1050	N/T
KCAA-FMt	RIVERSIDE	Los Angeles	RIVERSIDE	102.3	N/T
KCAA-FMt	MORENO VALLEY	Los Angeles	RIVERSIDE	106.5	N/T
KERN-AM	WASCO-GRNACRES	Los Angeles	KERN	1410	N/T
KERN-FMt	BAKERSFIELD	Los Angeles	KERN	96.1	N/T
KGED-AM	FRESNO	Fresno-Visalia	MERCED	1680	N/T
KIBS-FM	BISHOP	Los Angeles	INYO	100.7	CTY
KIBS-FMt	BRIDGEPORT	Reno	MONO	100.1	CTY
KIBS-FMt	MINA, NV	Reno	MINERAL, NV	104.9	CTY
KIXW-AM	APPLE VALLEY	Los Angeles	SAN BERNADINO	960	TALK
KJDX-FM	SUSANVILLE	Reno	LASSEN	93.3	CTY
KJDX-FMt	QUINCY	Sacramnto-Stkton-Modesto	PLUMAS	92.7	CTY
KJDX-FMt	CHESTER	Sacramnto-Stkton-Modesto	PLUMAS	93.7	CTY
KJDX-FMt	PORTOLA	Sacramnto-Stkton-Modesto	PLUMAS	104.1	CTY
KKCY-FM	COLUSA	Sacramnto-Stkton-Modesto	COLUSA	103.1	CTY
KKCY-FMt	YUBA CITY	Sacramnto-Stkton-Modesto	SUTTER	95.5	CTY
KKGX-AM	PALM SPRINGS	Los Angeles	RIVERSIDE	920	TALK
KKGX-FMt	PALM SPRINGS	Los Angeles	RIVERSIDE	99.1	TALK
KKJL-AM	SAN LUIS OBISPO	SantaBarbra-SanMar-SanLuob	SAN LUIS OBISPO	1400	NOST
KKJL-FMt	SAN LUIS OBISPO	SantaBarbra-SanMar-SanLuob	SAN LUIS OBISPO	106.5	NOST
KLOA-AM	RIDGECREST	Los Angeles	KERN	1240	SPORTS
KMET-AM	BANNING	Los Angeles	RIVERSIDE	1490	TALK
KMET-FMt	EL CENTRO	Los Angeles	RIVERSIDE	99.7	TALK
KNRO-AM	REDDING	Chico-Redding	SHASTA	1400	SPORTS

KNRO-FMt	BRIDGEPORT	Chico-Redding	MONO	103.9	SPORTS
KPOD-AM	CRESCENT CITY	Eureka	DEL NORTE	1240	TALK
KPOD-FMt	CRESCENT CITY	Eugene	COOS	106.7	TALK
KPRL-AM	PASO ROBLES	SantaBarbra-SanMar-SanLuob	SAN LUIS OBISPO	1230	N/T
KRAC-AM	RED BLUFF	Chico-Redding	TEHAMA	1370	N/T
KRAC-FMt	FALLON, NV	Reno	CHURCHILL, NV	103.3	N/T
KRDG-FM	REDDING	Chico-Redding	SHASTA	105.3	CL HITS
KRJK-FM	BAKERSFIELD	Los Angeles	KERN	97.3	CTY
KRKC-AM	KING CITY	Monterey-Salinas	MONTEREY	1490	CTY
KRKC-FMt	KING CITY	Monterey-Salinas	MONTEREY	104.9	CTY
KRVR-FM	COPPEROPOLIS	Sacramnto-Stkton-Modesto	CALAVERAS	105.5	CL HITS
KRWI-FM	WOFFORD HEIGHTS	Los Angeles	KERN	98.1	OLDIES
KSHA-FM	SHASTA LAKE	Chico-Redding	SHASTA	104.3	AC
KTHO-AM	SOUTH LAKE TAHOE	Reno	EL DORADO	590	CL ROCK
KTHO-FMt	SOUTH LAKE TAHOE	Reno	EL DORADO	96.1	CL ROCK
KTOM-FM	MARINA	Monterey-Salinas	MONTEREY	92.7	CTY
KUBA-AM	YUBA CITY	Sacramnto-Stkton-Modesto	SUTTER	1600	CL HITS
KUBA-FMt	YUBA CITY	Sacramnto-Stkton-Modesto	SUTTER	98.1	CL HITS
KUNK-FM	MENDOCINO	San Francisco-Oak-San Jose	NAPA	92.7	AC
KUNK-FMt	UKIAH	San Francisco-Oak-San Jose	MENDOCINO	96.7	AC
KVIN-AM	MODESTO	Sacramnto-Stkton-Modesto	STANISLAUS	920	CL HITS
KVIN-FMt	MODESTO	Sacramnto-Stkton-Modesto	STANISLAUS	92.3	CL HITS
KVON-AM	NAPA	San Francisco-Oak-San Jose	NAPA	1440	N/T
KVYN-FM	ST. HELENA	San Francisco-Oak-San Jose	NAPA	99.3	AC
KVYN-FMt	CORDELIA	San Francisco-Oak-San Jose	SOLANO	99.3	AC
KVYN-FMt	CALISTOGA	San Francisco-Oak-San Jose	NAPA	103.5	AC
KWDJ-AM	RIDGECREST	Los Angeles	KERN	1360	OLDIES
KWSW-AM	EUREKA	Eureka	HUMBOLDT	980	AC
KXBX-AM	LAKEPORT	San Francisco-Oak-San Jose	LAKE	1270	CL HITS
KXBX-FMt	CLEARLAKE	San Francisco-Oak-San Jose	LAKE	96.5	CL HITS
KXO-FM	EL CENTRO	Yuma-El Centro	IMPERIAL	107.5	AC
KYOS-AM	MERCED	Fresno-Visalia	MERCED	1480	N/T
KYOS-FMt	MERCED	Fresno-Visalia	MERCED	107.3	N/T
KZIQ-FM	RIDGECREST	Los Angeles	KERN	92.7	AC

Rate Card Updated 11/4/2020

NOTES:

1. This remnant radio buy is a cluster buy. Each cluster you buy is projected to get you one spot on each station listed.
2. This placement runs on a 24 hour, 7 day a week rotation. M-F schedule available at an increased cost of +15%.
3. Spots run through all stations listed, no stations may be dropped or substituted.
4. Prelogs are not available. Post logs provided at the end of the run.
5. Spots run over a 30-Day period.
6. All rates include a FREE Infrastructure Review.
7. All stations subject to availability at time of placement.
8. All placements after November 15, subject to potential rate increase of +25%.
9. :60 Second Spots are double the :30 second price quoted in this rate card.
10. Affiliate list subject to change.
11. "t" denotes translator station.
12. NMS will produce for Client a FREE 30-sec or 60-sec radio spot. Client must provide a general script or bullet points with information they would like to use in the radio spot and approve a final script in writing sent to Client by NMS for approval. NMS will use the best possible radio voice and/or music available at the time of production. Turnaround time for radio production is 3-7 days from receipt of an approved script from Client.



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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