



Radio - Rate Card #4 - NEW MEXICO

State By State Remnant Program

Number of Affiliates: 23

Number of Markets: 19

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	\$810.00	115	\$35.22	\$4,050
Package 2	10	\$710.00	230	\$30.87	\$7,100
Package 3	20	\$610.00	460	\$26.52	\$12,200
Package 4	50	\$510.00	1,150	\$22.17	\$25,500

Station	Market	DMA	County	Freq	Format
KKNS-AM	ALBUQUERQUE	Albuquerque-Santa Fe	BERNALILLO	1310	REG MEX
KCQL-AM	AZTEC	Albuquerque-Santa Fe	SAN JUAN	1340	SPORTS
KCCC-AM	CARLSBAD	Albuquerque-Santa Fe	EDDY	930	OLDIES
KRTN-FMt	EAGLE NEST	Albuquerque-Santa Fe	COLFAX	95.1	VARIETY
KGLX-FM	GALLUP	Albuquerque-Santa Fe	MC KINLEY	99.1	CTY
KMIN-AM	GRANTS	Albuquerque-Santa Fe	CIBOLA	980	CTY
KMIN-FMt	GRANTS	Albuquerque-Santa Fe	CIBOLA	104.3	CTY
KCQL-FMt	KIRTLAND	Albuquerque-Santa Fe	SAN JUAN	93.9	SPORTS
KFUN-AM	LAS VEGAS	Albuquerque-Santa Fe	SAN MIGUEL	1230	CTY
KFUN-FMt	LAS VEGAS	Albuquerque-Santa Fe	SAN MIGUEL	103.7	CTY
KLEA-FM	LOVINGTON	Albuquerque-Santa Fe	LEA NORTH	95.7	OLDIES
KRTN-AM	RATON	Albuquerque-Santa Fe	COLFAX	1490	AC
KRTN-FM	RATON	Albuquerque-Santa Fe	COLFAX	93.9	VARIETY
KBIM-FM	ROSWELL	Albuquerque-Santa Fe	CHAVES	94.9	CTY
KSSR-FM	SANTA ROSA	Albuquerque-Santa Fe	GUADALUPE	95.9	CL HITS
KCHS-AM	TRUTH OR CONS	Albuquerque-Santa Fe	SIERRA	1400	CTY
KCHS-FMt	TRUTH OR CONS	Albuquerque-Santa Fe	SIERRA	101.9	CTY
KQAY FM	TUCUMCARI	Amarillo	QUAY	92.7	CL HITS
KRTN-FMt	TRINIDAD, CO	Colorado Springs-Pueblo	LAS ANIMAS, CO	93.9	VARIETY
KDEM-FM	DEMING	El Paso (Las Cruces)	LUNA	94.3	HOT AC
KVLC-FM	HATCH	El Paso (Las Cruces)	DONA ANA	101.1	CL HITS
KGRT-FM	LAS CRUCES	El Paso (Las Cruces)	DONA ANA	103.9	CTY
KIXN-FM	HOBBS	Odessa-Midland	LEA SOUTH	102.9	CTY

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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