



## Radio - Rate Card #4 - UTAH

### State By State Remnant Program

Number of Affiliates: 23

Number of Markets: 14

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	\$900.00	115	\$39.13	\$4,500
Package 2	10	\$800.00	230	\$34.78	\$8,000
Package 3	20	\$700.00	460	\$30.43	\$14,000
Package 4	50	\$600.00	1,150	\$26.09	\$30,000

Station	Market	DMA	County	Freq	Format
KBLQ-FMt	POCATELLO, ID	Idaho Falls-Pocatello (Jackson)	BANNOCK, ID	99.9	AC
KSUB-AM	CEDAR CITY	Salt Lake City	IRON	590	TALK
KSUB-FMt	CEDAR CITY	Salt Lake City	IRON	107.7	TALK
KBLQ-FMt	LKTWN-GRD CITY	Salt Lake City	RICH	92.1	AC
KBLQ-FM	LOGAN	Salt Lake City	CACHE	92.9	AC
KBLQ-FMt	LOGAN	Salt Lake City	CACHE	93.3	AC
KVNU-AM	LOGAN	Salt Lake City	CACHE	610	N/T
KMTI-AM	MANTI	Salt Lake City	SANPETE	650	CTY
KMTI-FMt	MANTI	Salt Lake City	SANPETE	95.1	CTY
KCYN-FM	MOAB	Salt Lake City	GRAND	97.1	CTY
KCYN-FMt	MONTICELLO	Salt Lake City	SAN JAUN	105.5	CTY
KIFX-FM	NAPLES	Salt Lake City	UINTAH	98.5	AC
KMTI-FMt	NEPHI	Salt Lake City	JUAB	100.9	CTY
KOAL-AM	PRICE	Salt Lake City	CARBON	750	N/T
KOAL-FMt	PRICE	Salt Lake City	CARBON	107.3	N/T
KGNT-FM	SMITHFIELD	Salt Lake City	CACHE	103.9	CL HITS
KVNU-FMt	SMITHFIELD	Salt Lake City	CACHE	102.5	N/T
KBLQ-FMt	TREMONTON	Salt Lake City	BOX ELDER	92.9	AC
KGNT-FMt	TREMONTON	Salt Lake City	BOX ELDER	107.3	CL HITS
KVEL-AM	VERNAL	Salt Lake City	UINTAH	920	N/T
KVEL-FMt	VERNAL	Salt Lake City	UINTAH	104.5	N/T
KBLQ-FMt	WELLSVILLE	Salt Lake City	CACHE	102.9	AC
KVNU-FMt	WELLSVILLE	Salt Lake City	CACHE	102.1	N/T

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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