

About Our Stations

KQTY-FM 106.7 features the best in country music, from today's fresh country hits to the all-time favorites our listeners love.

TalkRadio 1490 is Hutchinson County's source for news, information, opinion and compelling entertainment 24 hours a day. Major league sports are also broadcast in season.

Both stations offer local news and sports updates, weather, and coverage of local sports in season.

KQTY-FM 106.7 and **Talkradio 1490** are the only stations based in and serving Borger and Hutchinson County.

Why advertise on radio?

- It's everywhere. Your customers are listening at home, at work, in their car and on mobile devices.
- It's cost-effective. Production costs are much less than broadcast TV or cable.
- It's flexible. Radio is great for both a short media blitz and a long-term campaign.
- You're always on the front page. You're not buried on page 16 or surrounded by competitor's ads.
- People learn by ear. Your customers retain audio information much better than visual. When it comes to recall, radio is king.

KQTY Radio and its sister stations of Zia Broadcasting do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made part of a particular contract, is hereby rejected.

KQTY★FM
106.7 - BORGER

TALKRADIO
1490 KQTY

KQTY RADIO

113 Union Avenue
P.O. Box 165
Borger, TX 79007

Phone: 806-273-7533
Fax: 806-273-3727
E-mail: kqtyradio@yahoo.com

KQTY★FM
106.7 - BORGER

"The Best in Country"

TALKRADIO
1490 KQTY



Music
Information
Entertainment

(806) 273-7533

kqtyradio@yahoo.com

ADVERTISING RATES

EFFECTIVE JANUARY 1, 2012

- NET TO STATION -

CLASS AA SCHEDULE, 1/3 in each daypart:

6-10 am * 10am-3pm * 3-7 pm

BUY BOTH STATIONS

TalkRadio 1490
AND
KQTY-FM 106.7

BUY ONE STATION

Talkradio 1490
OR
KQTY-FM 106.7

30 seconds—\$11.50

60 seconds—\$15.00

30 seconds—\$7.50

60 seconds—\$10.00

CLASS A

HIGHER FREQUENCY DISCOUNT PLANS*

ACADEMIC YEAR PLAN—\$200 per month**

FIFTY 30-sec. commercials per month

On KQTY AM/FM, any combination

**minimum term 9 months, maximum 24

PLAN 100 - \$450 per month

ONE HUNDRED 30-sec. commercials/month

On KQTY AM/FM, any combination

3 mos.—\$425/mo. * 6 mos.—\$400/mo. * 12 mos.—\$375/mo.

PLAN 150 - \$700 per month

ONE HUNDRED FIFTY 30-sec. commercials/month

On KQTY AM/FM, any combination

3 mos.—\$675/mo. * 6 mos.—\$650/mo. * 12 mos.—\$625/mo.

PLAN 200 - \$925 per month

TWO HUNDRED 30-sec. commercials/month

On KQTY AM/FM, any combination

3 mos.—\$900/mo. * 6 mos.—\$875/mo. * 12 mos.—\$850/mo.

*FOR 60-SEC. COMMERCIALS, ADD 20% TO ABOVE RATE.

*RATES AND PLANS SUBJECT TO AVAILABILITY AND MAY CHANGE WITHOUT NOTICE.

NIGHT/OVERNIGHT RATES (10 PM - 6 AM ONLY)

SUBJECT TO AVAILABILITY ON EITHER TALKRADIO 1490 OR KQTY-FM COUNTRY 106.7

60-SECONDS - \$4.00 30-SECONDS - \$2.50

Pick Three!

Choose *any three* programs below. Your ad will air adjacent to the programs you pick on KQTY-FM 106.7 every Monday through Friday.

ABC RADIO SPORTS

7:20 am, 12:15 pm, 5:25 pm

COUNTRY MUSIC GREATS MINUTE

2:35 am

FAMILY MINUTE

7:40 am

HORSE SHOW MINUTE

9:45 am

THE HUCKABEE REPORT with Mike Huckabee

7:30 am, 12:06 pm, 5:15 pm

THE NFL NOW

7:45 am, 12:20 pm

"ON THE HOUSE" TIP OF THE DAY

9:55 am, 4:35 pm

PARENTING TODAY'S TEENS

10:35 am, 3:35 pm

"WATCHDOG ON WALL STREET" MONEY MINUTE

1:35 pm

Pick any three programs

Your 30-second ad airs 3 times per weekday

15 times per week

60 times per month

Only \$150 per month

HIGH-CONTROL PACKAGES

POWERFUL PROMOTION FOR YOUR BIG EVENT

The 5-day BLITZ - \$400

YOUR 30-SECOND COMMERCIAL WILL AIR EVERY HOUR OF EVERY DAY FOR FIVE CONSECUTIVE DAYS ON TALKRADIO 1490 OR KQTY-FM COUNTRY 106.7
120 commercials in five days!

Payable in advance * Both stations - \$675 * 60-second ads, add 20%

The 3-day BLITZ - \$250

YOUR 30-SECOND COMMERCIAL WILL AIR EVERY HOUR OF EVERY DAY FOR THREE CONSECUTIVE DAYS ON TALKRADIO 1490 OR KQTY-FM COUNTRY 106.7
72 commercials in three days!

Payable in advance * Both stations - \$375 * 60-second ads, add 20%

DIRECT BROADCASTS*

FROM YOUR BUSINESS LOCATION

\$125 per hour

*Subject to availability and programming restrictions.

FOR MORE INFORMATION, PLEASE CONTACT YOUR STATION REP

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