



**RATE CARD**  
**Effective 7/1/11**

- Please note that these are “open” rates, and subject to negotiation and availability.
- These rates are gross, and include 15% commission to advertising agencies of record.
- Underwriting credit announcements are twenty seconds length, read by our announcers only. They are voice only; no music bed included.
- Underwriting credit announcement copy is restricted by the FCC and cannot include calls to action, comparative or superlative language, or any mention of cost. Other restrictions may apply.

|                           |                       |                 |             |
|---------------------------|-----------------------|-----------------|-------------|
| <b>PRIME TIME:</b>        | <b>Mon - Sat,</b>     | <b>6a - 8p</b>  | <b>\$75</b> |
| <b>EVENING:</b>           | <b>Mon - Fri, Sun</b> | <b>8p - 12m</b> | <b>\$50</b> |
| <b>BLUES PROGRAMMING:</b> | <b>Sat</b>            | <b>8p-12m</b>   | <b>\$50</b> |
| <b>OTHER PROGRAMMING:</b> | <b>Sun</b>            | <b>8a – 8p</b>  | <b>\$40</b> |
| <b>OVERNIGHT:</b>         | <b>Mon-Sun</b>        | <b>12a-6a</b>   | <b>\$10</b> |

Contributions to KSDS FM may be tax deductible. Please consult your tax specialist.  
 Our non-profit tax ID # is 23-7261624