



MARKET PROFILE



KZOR-FM COVERAGE AREA

TOWER: 432 FT. ABOVE AVERAGE TERRAIN
 POWER: CLASS C 100,000 WATTS
 BROADCAST DAY: 24 HOUR – FM STEREO
 MUSIC: HOT ADULT CONTEMPORARY

◆ **TODAY'S BEST MUSIC MIX-Z94!** ◆

SERVING SOUTHEAST NEW MEXICO AND WEST TEXAS
 619 N. TURNER-HOBBS, NM 88240
 (505) 397-4969 FAX (505) 393-4310

KZOR RATE CARD

LEA COUNTY'S ONLY 24 HOUR LOCAL LIVE STATION
 MOBILE STUDIO REMOTE FACILITIES

60 SECOND RATES

	PER WEEK				PER MONTH			
	6x	12x	24x	48x	25x	50x	100x	200x
DRIVE TIME AAA 5 AM – 10 AM 3 PM – 7 PM	16.00	15.00	14.00	13.00	15.00	14.00	13.00	12.00
TAP #1 6 AM – 7 PM	15.00	14.00	13.00	12.00	14.00	13.00	12.00	11.00
TAP #2 or AA 6 AM – 1 AM	14.00	13.00	12.00	11.00	13.00	12.00	11.00	10.00
OVER NIGHT A 1 AM – 5 AM	12.00	11.00	10.00	9.00	11.00	10.00	9.00	8.00

DEDUCT \$2.00 PER SPOT FOR 30 SECOND RATES.

DISCOUNT: 5% ON 26 WEEKS OR 10% ON 52 WEEKS CONTRACT, SHORT RATING ON CANCELLATIONS.
TERMS: BILLS DUE AND PAYABLE UPON RECEIPT, NO CASH DISCOUNT, AGENCY COMMISSIONABLE.