

Rates Channel 12 – BBB Communications
Political Rates Effective: March 1, 2010
Serving Roane County (Harriman, Kingston, Rockwood, Midtown)
Anderson County (Oak Ridge, Clinton, Oliver Springs, Norris, Lake City, Claxton)
Morgan County (Oakdale) – 32,000 Homes Served

Channel 12 Evening News – Monday – Friday 5:00 – 6:00pm
22 Shows per month plus replays

1 spot per show \$150 per month = \$6.82 per spot
2 spots per show \$300 per month = \$6.82 per spot
3 spots per show \$450 per month = \$6.82 per spot
4 spots per show \$600 per month = \$6.82 per spot

Gospel USA Weekdays – Monday – Friday 6:00 – 9:00am
Saturday and Sunday 7:00 – 9:00am 30 Shows per month
plus replays – Cost per spot \$6.67 (\$3.33 with replays)

1 spot per show \$200 per month = \$6.67 or \$3.33 w/replays (60 spots)
2 spots per show \$375 per month = \$6.25 or \$3.13 w/replays (120 spots)
3 spots per show \$500 per month = \$5.55 or \$2.77 w/replays (180 spots)
4 spots per show \$625 per month = \$5.21 or \$2.60 w/replays (240 spots)

The Locker Room Chat

Wednesday's 8:00 – 10:00pm 4 shows per month
4 spots per show \$200 per month = \$12.50 per spot
Graphic Banner \$50 per month

Channel 12 Outdoors – Thursday's 8pm - 10:00pm with replays

2 spots per show \$125 per month = \$15.63 per spot

Let's Talk Frank – Monday's 7:00 – 8:30pm – 3 LIVE Shows per month with 1 taped show

1 spot per show \$32 per month = \$8 per spot
2 spots per show \$64 per month = \$8 per spot
3 spots per show \$96 per month = \$8 per spot
4 spots per show \$128 per month = \$8 per spot

Ciderville Farm and Home Show – 1 LIVE and 3 replays

Saturday's 8pm – 9:30pm – 16 shows per month including replays

3 spots per show \$200 per month = \$4.17 per spot
VERY LIMITED INVENTORY!!

Old Capital Travel Show – Wednesday's 6:30pm and Saturday's 9:00am
8 shows per month

1 spot per show \$50 per month = \$6.25 per spot
2 spots per show \$100 per month = \$6.25 per spot

WYSH / BBB Communications COMBO DEAL

Trading Time and Ask Your Neighbor \$399 per month
You receive a banner ad during these programs on Channel 12 along with a full-page digital ad. Plus receive 1 radio spot inside the program of your choice (Trading Time or Ask Your Neighbor) and 1 regular schedule spot during the day (M-F 6am-8pm). There is a minimum contract of 3 months but will be billed until further notice.

Prime-Time Trading Time \$299 per month
You receive the same as the above combo deal.

Digital Ad / Banner Ad ONLY during programs \$250 per month

Digital Advertising consisting of pictures and or text

1 page \$10 per day \$150 per month
2 pages \$20 per day \$200 per month

Crawl line

\$17.86 per day \$80 per week \$300 per month

Production Costs – Normal Charge of \$400

3-month contract = \$150 production charge
6-month contract = FREE production


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