



MARKET PROFILE



KPZA-FM COVERAGE AREA

POWER: 100,000 WATTS
 BROADCAST DAY: 24 HOUR SPANISH – FM STEREO
 MUSIC: REGIONAL MEXICAN

◆ **KPZA 103.7 FM-LA ZETA!** ◆

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

KPZA RATE CARD

HOBBS' ONLY 100,000 WATT 24-HOUR SPANISH MUSIC 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.