

KRCB RADIO 91 FM

Rate Card

Program Type	High Frequency Commitment	Low Frequency Commitment	Typically Associated Day Parts
A	\$20 per spot	\$25 per spot	Drive Time, Weekend Mid Day & Weekend Evening
B	\$15 per spot	\$20 per spot	Mid-Day & Evening
C	\$10 per spot	\$13 per spot	Mid-day & Late Night

- All spots are 15 seconds
- All scripts must meet applicable FCC, and KRCB Underwriting guidelines
- Announcements are read live

Day Part Key:

Day Part Name	Weekday times	Saturday Times	Sunday Times
A Drive Time	6:00 AM – 9:00 AM & 4:00 PM – 7 PM	1 - 5 PM	N/A
B Mid-Day Evenings	9:00 AM – 4:00 PM 7:00 PM – 10 PM	6:00 AM – 1:00 PM 5:00 PM – Midnight	6:00 AM – 9:00 PM
C Late Night	10 PM – 6:00 AM	Midnight – 6:00 AM	9 PM – 6:00 AM

Program Examples:

Type Examples

A *Morning Edition, Weekend Edition, All Things Considered, North Bay Report, Our Roots Are Showing, Another Voice, & Reel Time Film Reviews.*

B *Performance Today, Fresh Air, Democracy Now, E-Town, A Novel Idea, Word by Word, Mouthful, Thistle & Shamrock, Sunday Classics, Curtain Call, West Coast Live, Harmonia. Classical Music, This American Life, all music shows from 7-10 PM*

C *Open Space District, Crossing Borders, Audio Collage, New Dimensions, Jazz Connections, Red Shoes Rodeo and all music shows after 10 PM.*