

# KRCB TELEVISION 22

## KRCB, Public Television, Channel 22 Rate Card

PROGRAM TYPE			FREQUENCY RANGE	
			Low (per spot)	High (Per spot)
AA	Prime Time	Monday-Sunday 7-11pm & M-F 5-7pm (News Block)	\$95	\$85
A	Fringe	Monday-Friday 11pm-1am Sat & Sun 5-7pm	\$75	\$65
B	PBS Kids	Monday-Friday 2-5pm	\$60	\$50
C	Daytime/ How-To	Monday-Friday - Sign-on - 2pm Sat & Sun Sign-on - 5pm	\$40	\$30

Typically, a year of program underwriting is comprised of two spots per airing, for 52 weeks for a total of 104 underwriting spots. Please note that some programs air daily, in which case each day is separately underwritten.

### Notes:

- ◆ All costs of standard production are included. (Usable, electronic logos or standard video)
- ◆ Premium production requirements are additional. (Location video or electronic enhancement of logo)
- ◆ All announcements run 15 Seconds
- ◆ All announcements must meet all applicable PBS, FCC and KRCB Underwriting Guidelines

(Rates quoted are for cash sales. Barter rates may vary)

### Program Type Examples:

Type	Examples
AA	<i>NOVA, Frontline, British Comedies, Great Performances, Nature, P.O.V., Masterpiece Theatre, NewsHour with Jim Lehrer, Deutsch-Welle Journal, BBC World News</i>
A	<i>Charlie Rose, Cooking Block, Red Green, Democracy Now!</i>
B	<i>Arthur, Clifford, Sesame Street, Maya &amp; Miguel, Cyberchase, Postcards From Buster, Reading Rainbow.</i>
C	<i>Body Electric, Priscilla's Yoga, GED, Kaye's Quilting, Ask This Old House, New Yankee Workshop.</i>

Effective August, 2007

**KRCB Television 22 and Radio 91**  
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