

KENTUCKY TRAVEL TIME

SUPER TALK RADIO

96.1 FM WLXO, LEXINGTON, KENTUCKY

SATURDAYS NOON TO 1:00 PM

Advertising Rates

Gold Show Sponsor ----- Twenty six week commitment-----\$ 5,200.00
Mention at front and end of every show,
Mention four other times during each show,
Four 30 second spots in every show,

Silver Show Sponsor ----- Twenty six week commitment ----- \$ 2,600.00
Mention at front and end of each show,
Mention two other times during each show,
Two 30 second spots in each show,

Special Show Features ----- Weekly ----- \$ 50.00
Each week there will be three “special show features”
They are: “must eat restaurants”, “historical
site markers”, “agri-tourism sites”
Each restaurant or historical or agri-tourism
site gets a fifteen second mention ----- \$ 25.00
Sponsor the entire segment ----- \$ 50.00
* 15 second mention at front and end of
segment

Sixty second spot ----- \$100.00

Thirty second spot ----- \$ 50.00

Advertisers are permitted and encouraged to partner with the 30 and 60 second spots.
Costs are therefore reduced proportionately.

Example:

“The friendly staff at the Holiday Inn of Prestonsburg, with its 120 modern rooms, lounge, full service dining room, fitness center and swimming pool, invites you to be our guests with free tickets to October 29th Kentucky Opry Show in the Mountain Arts Center. See the best country, bluegrass, and pop music show this side of Branson. Also we’ll give you a pound of fudge from the Country at Heart Craft Center and Fudge Factory in downtown Prestonsburg. Call 606-886-0001 for reservations”.

Here, the Holiday Inn, MAC, and the Country at Heart split the \$ 50.00.

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