

Advertising Rate Card



ON THE WEB



wpbkfm.com

Office and Studios:

**201-A East Main Street
Stanford, Kentucky 40484
(606) 365-9990 - Studio line
(606) 365-2126 - Office line
(606) 365-2668 - Fax line**

TERMS AND CONDITIONS

Terms & Conditions

Rate Guarantee

Advertising rates are subject to change up to the time the Advertiser and the Company actually reach an agreement to work together. The rates covered by that advertising agreement are then guaranteed for the quantity of commercials ordered and for the term of the advertising agreement.

Payment Terms

Without established credit, payment for advertising is due with the signed advertising agreement.

With established credit, payment is due when the bill arrives in the mail. Advertising bills usually arrive during the first few days of the month. If the bill is not paid by the end of the month, it is considered overdue and must be paid immediately to preserve the Advertiser's credit status. Station will invoice Advertiser/Agency not less than monthly.

Station's invoices for broadcasts, announcements, or other services provided under this agreement shall be deemed correct unless proven otherwise, and shall be, in the case of broadcasts or announcements, based on Station's log.

Upon Advertiser's/Agency's request, Station shall furnish an affidavit or certification of performance at the time of billing. Unless the request is received prior to billing, the request for an affidavit or certification of performance shall not act as a condition precedent to any payment or the time of any payment called for under this agreement.

Payment by Advertiser/Agency is due on receipt of invoice and is considered past due at 30 days. Payments not made within 30 days shall bear interest at the rate of 1½ percent per month or the maximum amount permitted by law, if less than 1½ percent per month.

If Advertiser/Agency fails to make payments as provided for herein, or if Advertiser/Agency fails to comply with any other provision of this agreement, notwithstanding any other contract provision, Station shall have the right; in addition to any other rights it may have, without notice, to cancel or suspend any broadcasting or to cancel this agreement. Station reserves the right to revoke any agency commission, in whole or in part, in the event that payments are not made as provided for herein.

Advertising Agency Recognition

We accept orders from recognized Advertising Agencies. The Advertising Agency must keep their payment status current to receive Agency Commissions. All amounts are NET to the radio station.

Cancellation

We have the right to refuse or cancel any advertisement at any time.

Right to Edit

We reserve the right to edit or reject any copy deemed objectionable either in subject matter and or phraseology .

The Keys to Getting RESULTS

- R**epetition: The main key to maximum advertising results. Your message must be repeated to be understood.
- E**ducation You must let your potential customers know why they should be buying from you.
- S**chedule This process requires a plan to keep your message in front of consumers for a length of time to achieve impact.
- U**rgency Your message will urge those consumers who are in the market now to respond while also educating others.
- L**isteners Our audience is in the appropriate age range and geographic area to come to your business.
- T**raffic The combination of Repetition and length of Schedule will feed store traffic of qualified prospects to your door.
- S**ales If our radio station drives the qualified prospects to your door, then you can make the sales you need to grow

OUR RADIO STATION

Our Radio Station



ON THE WEB



wpbkfm.com

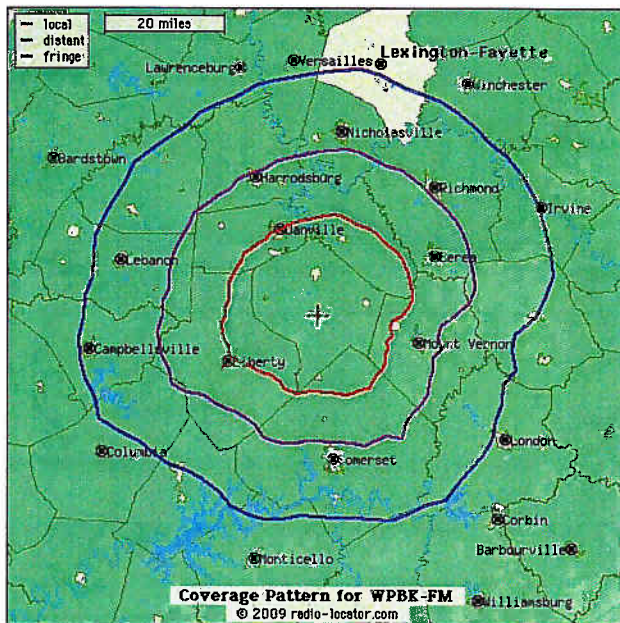
WPBK-FM is the newest radio station in Central Kentucky. It is a full service Class A FM, licensed to Crab Orchard, Kentucky, with studios in Stanford, Kentucky.

WPBK-FM replaces WRSL and WRSL-FM which previously served the area. WRSL is now WKFO, licensed to Corbin, Kentucky and WRSL-FM is now WXYK and is operated as a non-commercial station by Educational Media Foundation

WPBK-FM is programmed with a variety music format and appeals to wide audience. The station carries an abundance of local information every single day, including a live and local morning show, a 2 1/2 hour daily call-in trading show, a live and local afternoon show and the play-by-play of over 100 local sporting events each year.

The station has received the following recognition.

- Lincoln County Chamber of Commerce 2008 Business of the Year
- *Advocate-Messenger* Reader's Choice 2008 Best Radio Station
- *Interior-Journal* Reader's Choice 2008 Best Radio Station
- *Interior-Journal* Reader's Choice 2008 Best Radio Announcer
- Lincoln County Sheriff Commendation for Ice Storm Efforts (2/5/09)
- City of Stanford Certificate for Ice Storm Efforts (2/5/09)
- Lincoln County Schools' Patriot Award for Ice Storm Efforts (2/12/09)
- American Cancer Society 2008 Lighthouse Award, Mid South Division
- Jayme Phillips 2009 Lincoln County Chamber of Commerce Citizen of the Year
- 2008 Heart of Kentucky United Way Service Award



WPBK-FM is a local, community radio station in every sense of the word and is very relevant to its listeners.

