



KNEL-FM Advertising Rates

<u>Ads per month</u>	<u>:15 sec</u>	<u>:30sec</u>	<u>:60sec</u>
1 - 40	\$5.00	\$10.00ea	\$15.00ea
41 - 60	5.00	9.50ea	14.00ea
61 - 100	5.00	8.75ea	13.00ea
100 +	5.00	8.00ea	12.00ea

Add 25% for specific times, weather and program sponsorships.

“Trading on the Radio” Show Ads \$12.50ea \$18.75ea

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KNEL-AM Advertising Rates

<u>Ads per month</u>	<u>:15 sec</u>	<u>:30sec</u>	<u>:60sec</u>
1 - 40	\$4.75	\$5.00ea	\$7.50ea
41 - 60	4.75	4.50ea	7.00ea
61 - 100	4.75	4.25ea	6.50ea
100 +	4.75	4.00ea	6.00ea

Add 25% for specific times, weather and program sponsorships.

Remote Broadcast Packages

2 Hour Live Broadcast (4 live breaks per hour)

Includes 20 ROS 30 sec. Promo Spots -\$350

3 Hour Live Broadcast (4 live breaks per hour)

Includes 30 ROS 30 sec. Promo Spots -\$500

Annual Package Local Business Builder Plans

Platinum Partner Plan

\$8500 Commitment includes **110 ROS Spots Per Month**
 plus **Digital Bonus of \$5,150 Bonus Reward**
 plus **50% Bonus Run of all FM Spots on AM** (55 @\$4)
 TOTAL VALUE- \$1685 per month/\$20,220 annually
 Billed in 12 equal payments of \$708.33

Platinum Multimedia Bonus Reward	Monthly Value	Annual Value
\$8,500 Annual Broadcast Commitment Includes 1980 Radio Spots \$13,650 Value Digital/Multimedia Market Builder Tools		
Key Sponsor 300x250	\$150.00	\$1,800.00
320x240 Sponsor Rotator-Radio P1Media Center	\$125.00	\$1,500.00
Full Page Business Directory-up to 5 coupons	\$125.00	\$1,500.00
1 Free 2-hour remote	\$350.00	\$350.00
	Annual Value	\$5,150.00

Gold Partner Plan

\$6,000 Commitment includes **75 ROS Spots Per Month**
 plus **Digital Bonus of \$4200 Bonus Reward**
 plus **50% Bonus Run of all FM Spots on AM** (37 @\$4)
 TOTAL VALUE- \$985.50 per month/\$11,826 annually
 Billed in 12 equal payments of \$500

Gold Multimedia Bonus Reward	Monthly Value	Annual Value
\$6,000 Annual Broadcast Commitment Includes 1350 Radio Spots \$10,200 Value Digital/Multimedia Market Builder Tools		
Key Sponsor 300x250 Category Sponsor	\$100.00	\$1,200.00
320x240 Sponsor Rotator-Radio P1Media Center	\$125.00	\$1,500.00
Full Page Business Directory-up to 3 coupons	\$125.00	\$1,500.00
	Annual Value	\$4,200.00

Silver Partner Plan

\$4,000 Commitment includes **50 ROS Spots Per Month**
 plus **Digital Bonus of \$2,4120 Bonus Reward**
 plus **50% Bonus Run of all FM Spots on AM (25 @\$4)**
TOTAL VALUE- \$625 per month/\$7,500 annually
 Billed in 12 equal payments of \$333.33

Silver-Multimedia Bonus Reward	Monthly Value	Annual Value
\$4,000 Annual Broadcast Commitment		
Includes 900 Radio Spots		
\$6,412 Value		
Digital/Multimedia Market Builder Tools		
Key Sponsor 300x100 tile	\$75.00	\$912.00
Full Page Business Directory-1 coupon	\$125.00	\$1,500.00
	Annual Value	\$2,412.00



Sports Sponsor Packages

Includes 2 spots inside of each game- 10 games football, 24 games Basketball, 10 games baseball

88 "In Game" Sports Sponsor Spots

Unlimited RadioP1 On Demand Re-Broadcast plays

Also Includes ROS spots to be used throughout year and Digital Sponsorship Assets

Digital Asset Values:

Radio P1 Streaming Tile Ad- \$100 per mo. Value

Front Page Platinum – 468x100 Key Sponsor Banner - \$250 per mo. Value

Sports Page Gold – 468x100 Key Sponsor Banner - \$200 per mo. Value

Sports Page Silver – 300x200 tile - \$100 Value

Sponsor Avails		Per Month	Annual	ROS Per Mo
2 Platinum	468x100 Front Page Sponsor Banner RP1 Rotator	500	6000	75
2 Gold	468x100 Content Sponsor Banner RP1 Rotator	450	5400	70
6 Silver	300x200 Tile RP1 Rotator	420	5040	65
2- Basic	Rotator Only on RP1	380	4560	60



KNEL NEWS... Your Best Source of Local, Regional and National News

24 Hour Coverage, 365 Days a Year

News Sponsor Packages

Also Includes ROS spots to be used throughout year and Digital Sponsorship Assets

Platinum includes – 2 Local News Sponsorship Spots per day (5 days per week)

Gold Includes – 2 Texas News Network Spots per day (5 days per week)

Silver Includes – 2 Fox News Spots per day (5 days per week)

Digital Asset Values:

Radio P1 Streaming Tile Ad- \$100 per mo. Value

Front Page Platinum – 468x100 Key Sponsor Banner - \$250 per mo. Value

News Page Gold – 468x100 Key Sponsor Banner - \$200 per mo. Value

News Page Silver – 300x200 tile - \$100 Value

Sponsor Avails		Per Month	Annual	ROS Per Mo
2 Platinum	468x100 Front Page Sponsor Banner RP1 Rotator	\$500	6000	75
2 Gold	468x100 Content Sponsor Banner RP1 Rotator	\$450	5400	70
6 Silver	300x200 Tile RP1 Rotator	\$420	5040	65
2- Basic	Rotator Only on RP1	\$380	4560	60

KNEL
95.3 FM • 1490 AM
Your Best Source for News, Sports and Local Information

Local Community
LOYAL LISTENER SIGN UP! Info, News, Deals, More Ways to WIN!

News
Sports
Shop Local Directory
Free Classified

Local Events
Trading on the Radio
Obituaries
Trading Post
Dining Guide
Making a Difference!
Business Center

Contact Us
Program Information

Sign Up To Get KNELRadio.com Daily News By Email

Shopping Show
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KNEL LOCAL NEWS HEADLINES

- 7/12/2017 July Sales Tax Rebates Up In McCulloch, Mason, San Saba Counties
- 7/11/2017 New Fire/EMS Chief, Police Officers Introduced At Brady Council Mtg.
- 7/10/2017 McCulloch Comm. Hold Off On Burn Ban
- 7/6/2017 Brady Council Schedules Budget Work Sessions
- 7/6/2017 Mason Commissioners To Consider Burn Ban

AccuWeather.com
Brady, TX
Generally Sunny 13 Days Outlook
Partly Sunny
92°F
RealFeel: 99°F
Winds: SW at 5 mph

Your Extended Forecast Index
High 94/Low 77
Mainly clear
Thunder
High 91/Low 77
Partly cloudy
Thunder
High 91/Low 77
Partly cloudy
Thunder
High 91/Low 77
Mainly clear

CLICK HERE TO LISTEN LIVE!
LISTEN LIVE AND ON-DEMAND

CLICK HERE TO LISTEN LIVE!
LISTEN LIVE AND ON-DEMAND

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MKM Home Health is now Hill Country Preferred Senior Care

KNEL
95.3 FM • 1490 AM
Your Best Source for News, Sports and Local Information

Business Directory
News
Sports News
Obituaries
Making a Difference
Local Events
Trading Post
KNEL Contacts
Trading on the Radio

Your Ad is Selling 365 days a year!
Reaching more potential customers than any other media choice in the Tri-County Area

7/12/2017 July Sales Tax Rebates Up In McCulloch, Mason, San Saba Counties

Texas Comptroller Glenn Hegar reported this week that sales tax rebates to Texas Cities and Counties in July totaled \$679 million... more >>

7/11/2017 New Fire/EMS Chief, Police Officers Introduced At Brady Council Mtg.

Brady's new Fire and EMS Chief, Brian Meroney, and five new Brady Police officers were officially introduced at the Brady City Council... more >>

7/10/2017 McCulloch Comm. Hold Off On Burn Ban

At their regular meeting on Monday, McCulloch County Commissioners agreed that they didn't believe conditions currently warrant imposition... more >>

7/6/2017 Brady Council Schedules Budget Work Sessions

The Brady City Council has scheduled a series of workshops for July as they move through the steps to develop a budget for the City... more >>

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Digital Market Builder Rate Card

The Market Coverage of our KNELRadio.com web site and multimedia streaming is unmatched in the Tri-County Area!

Our Web Site Currently Averages

- More than 95,000 Unique User Sessions Per Month
- 238,000 Unique Page Views per month
- Streaming Reaches more than 1,000 unique visitors per month
- All Games and Special Programs Archived for On Demand Listening

Combined with the Broadcast Reach of Our Two Stations, There is No Better Source for News, Sports, Local Information and Local Deals and Discounts

Every Graphic and Digital Audio/Video Sponsorship Opportunity Can Link To Your Web Site, Business Directory, Special Coupon Offering, or Social Media

- Business Directories offer up to 250 word description, 5 pictures, and up to 5 Coupons or Special Offers
- Key Category Sponsor Graphics can be linked to your web site, social media or business directory
- Digital Sponsor Graphics Can Be Linked to Your Web Site, Business Directory or Social Media

Digital Market Builder Rate Card	Open
Front Page Rotator – 468x250	\$350
Premium 300x250 Front Page	\$200
Front Page Category Banner Sponsor- 468x100	\$250
Key Category Content Sponsor – 300x250	\$150
Category Sponsor 300x100	\$100
Primary Category Sponsor- 468x100 banner	\$200
Business Directories	Open
Full Page Business Directory-5 coupons	\$250
Full Page Business Directory-3 coupons	\$150
Full Page Business Directory-1 coupon	\$100
RadioP1-Per Month– Unlimited Rotation	Open
320x240 Sponsor Rotator	\$150
Gateway Video Ad	\$350
Program Sponsor 320x240 Rotator	\$100

When you use our Multimedia Annual Rate Packages, you get the very best of all options to reach your customers!

