



WIN 2022

WITH JONESBORO RADIO GROUP



Jonesboro Radio Group

Statement of Policy on Political Advertising

It is the intention of KDEXY (The Fox), KEGI (Eagle), KJBX (Mix), KDEXY-HD2 (Hot 107.5), KDEXY-HD3 (EZ 92.7), and KJBX-HD2 (98.5 The Outlaw) {JRG} to comply fully with all applicable laws and regulations relating to the use of the stations by legally qualified candidates for public office. Our policies regarding political broadcasting desire to meet all legal requirements. However, to the extent permitted by law, JRG reserves the right to modify this policy at any time. This policy is provided for general information, and is not intended to be a part of any advertising contract. Any advertising contact is governed by law and by its own terms.

CANDIDATES FOR FEDERAL OFFICE. We afford legally qualified candidates for federal elective office reasonable access to JRG by permitting the purchase of reasonable amounts of time on JRG. While JRG does not offer free time for political advertising, it makes available for purchase by federal candidates any class of time and time period available to commercial advertisers.

JRG intends to work individually with each federal candidate in an effort to meet his or her needs. In determining what constitutes "reasonable" access, we consider such factors as the amount of time the candidate has already purchased and/or used, the total number of candidates in the race who are likely to buy time, the overall demand for political advertising on JRG, and potential programming disruption.

STATE AND LOCAL RACES. It is the policy of JRG to keep its listeners informed of opposing candidates' viewpoints in state and local elections. Generally, JRG also sells air time to legally qualified candidates for non-federal public office. However, JRG reserves discretion to determine the amount of advertising that it will sell to state and local candidates. Some of the factors we consider in making these decisions include the number and importance of state and local races, the constraints imposed by JRG's obligation to afford reasonable access to federal candidates, the availability of inventory, and potential programming disruption. JRG may choose not to sell time at all for certain state and local races, or to limit the sale of time to state and local candidates to certain stations within the group.

RATES FOR CANDIDATES. During the period 45 days preceding a primary or caucus election and during the period 60 days preceding a general or special election, the charges for use of JRG by legally qualified candidates running in that election are not, under federal law, permitted to exceed JRG's lowest unit charge for its commercial advertisers for the same class and length of announcement for the same time period. At time when the lowest unit charge is not applicable, the charges for use of JRG by legally qualified candidates may not exceed the charges made for comparable use of JRG by other advertisers.

Individual spots sold in most classes of time can be scheduled to run in many different time periods or combinations of time periods. Generally, the prices for spots increase during time periods of high audience level or high advertiser demand. Spots restricted to narrower rotations will generally cost more than spots scheduled to run in broader time periods.



JRG occasionally offers its advertisers pre-emptible rotators by which advertisers may purchase a certain number of sports per week, scheduled over a broad period of time, that are immediately pre-emptible by the station. The station has complete discretion to schedule these spots over an entire week, and at any time where they have available inventory. Upon request, candidates will have the same opportunity as other advertisers to purchase these pre-emptible rotators.

JRG will accept political advertising on election day.

JRG will not schedule more than two ads per hour for any political candidate.

PREREQUISITES TO BROADCAST. For each political time order, the following must be at JRG's office, 314 Union Street, Jonesboro, AR, 72401, or fax 870-933-0403 at least 24 hours prior to broadcast:

- NAB Form
- Broadcast Order
- Tape or Script
- Advance Payment

JRG deadlines for schedule placement on broadcast logs are as follows:

<u>Day to Run</u>	<u>Deadline is 12 Noon on:</u>
Tuesday	Monday
Wednesday	Tuesday
Thursday	Wednesday
Friday	Thursday
Saturday	Thursday
Sunday	Friday
Monday	Friday

All political orders, whether direct from the candidate or through a recognized advertising agency, must be paid in full 24 hours before airing. Both direct and agency purchases will pay the "net" amount.

Under the rules of the Federal Communications Commission and the Federal Election Commission, a sponsorship identification announcement must be given revealing who paid for an announcement. Candidates and their committees must disclose the true identity of the person or entity by whom or on whose behalf payment is made.

Questions concerning Jonesboro Radio Group's political advertising policies should be directed to the following person:

Trey Stafford
314 Union Street
Jonesboro, AR 72401
Phone: 870-933-8800 x112
Fax: 870-933-0403
Cell: 870-761-8739
Email: trey@jradiogroup.com



OUR STATIONS



“**The Fox**” (KDXY 104.9 FM) Jonesboro’s #1 radio station for **14** straight years! Stafford and Frigo in the morning, Christie Matthews middays & Rob West afternoons. Primary target audience: Adults 25-54. Jonesboro IS Fox Country for **14** consecutive years!



“**The Eagle**” (KEGI 100.5 FM) Classic **Rock** for Jonesboro! Bob & Tom in the morning, Mitch Mahan middays and Phil Jamison afternoons! Primary target audience: Men 25-54. Jonesboro’s official “Hog Ship” station and the only FM outlet for Razorback sports!



“**The Mix**” (KJBX 106.3 FM) Still Jonesboro’s **ONLY** Adult Contemporary offering unequaled audience quality. Brett Hall in the morning, Phil Jamison middays & Marybeth Byrd afternoons. Primary target audience: The SHOPPING demo: Women 25-54!



“**Hot 107.5 The Party Station**” (KDXY HD2 107.5 FM) This rhythmic CHR is one thumpin’ bumpin’ good time with hot young local jocks and a CHR/Urban playlist never heard before in Jonesboro! Primary target audience: Teens 12-17 and Adults 18-34! IT’S HOT!!

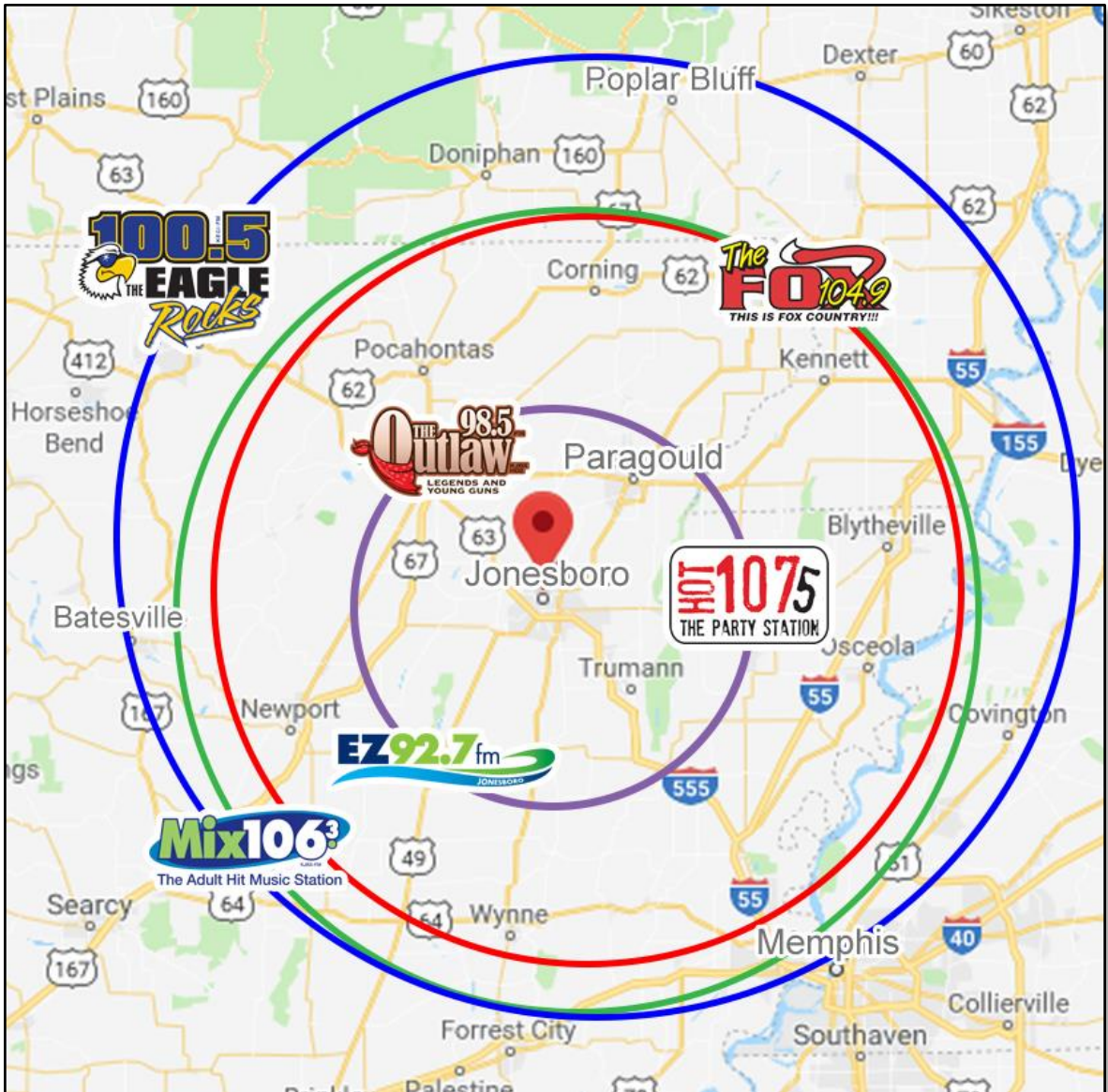


“**EZ 92.7**” (KDXY HD3 92.7 FM) We are bringing soft rock from the 70s and 80s to Jonesboro 24/7! EZ 92.7 offers a wide variety of calming contemporary favorites with very little talk. Get ready to kick back and relax! Primary Focus: Women 35-64.



“**The Outlaw 98.5**” (KJBX HD2 98.5 FM) Legends and Young Guns. Jonesboro’s best Classic Country station is comprised of artists that made country music famous like Willie Nelson, George Strait, Reba McEntire, Johnny Cash, and Hank Williams, Jr. Primary Target Audience: Mature adults leading an active lifestyle.

OUR COVERAGE AREAS




Jonesboro
Radio Group
On Air. On Line. On Site.



POLITICAL RATE STRUCTURE

2022 Primary Election



SIX STATION COMBO BUY
(KDXY-FM, KEGI-FM,
KJBXFM, KDXY-HD2,
KDXY-HD3, KJBX-HD2)

Net to Station Rates: Effective 4/11/22 – 5/24/22 and thru any runoff

TIME PERIODS	Fixed :60	Fixed :30
<i>Monday-Friday</i>		
6:00AM– 10:00AM	108.00	87.00
10:00AM - 3:00PM	125.00	101.00
3:00PM - 7:00PM	105.00	85.00
6:00AM - 7:00PM	111.00	89.00
<i>Monday – Sunday</i>		
6:00AM - 12:00MID	80.00	64.00
<i>Saturday</i>		
6:00AM - 7:00PM	82.00	66.00
<i>Sunday</i>		
6:00AM - 7:00PM	82.00	66.00



POLITICAL RATE STRUCTURE

2022 Primary Election



KDXY 104.9FM "The Fox"

Net to Station Rates: Effective 4/11/22 – 5/24/22 and thru any runoff

TIME PERIODS	Fixed :60	Fixed :30
<i>Monday-Friday</i>		
6:00AM– 10:00AM	62.00	50.00
10:00AM - 3:00PM	62.00	50.00
3:00PM - 7:00PM	51.00	41.00
6:00AM - 7:00PM	58.00	46.00
<i>Monday – Sunday</i>		
6:00AM - 12:00MID	38.00	30.00
<i>Saturday</i>		
6:00AM - 7:00PM	42.00	34.00
<i>Sunday</i>		
6:00AM - 7:00PM	42.00	34.00
<i>Monday-Friday</i>		
6:00AM– 10:00AM <i>Newscast Included Ad</i>	200.00	160.00
<i>Monday-Friday</i>		
6:00AM - 7:00AM	125.00	100.00
7:00AM - 8:00AM	150.00	120.00
8:00AM - 9:00AM	125.00	100.00

POLITICAL RATE STRUCTURE

2022 Primary Election



KEGI 100.5FM
"The Eagle"
Net to Station Rates:
Effective 4/11/22 –
5/24/22 and thru any
runoff

KJBX 106.3FM
"The Mix"
Net to Station Rates:
Effective 4/11/22 –
5/24/22 and thru any
runoff

TIME PERIODS	Fixed :60	Fixed :30
<i>Monday-Friday</i>		
6:00AM– 10:00AM	25.00	20.00
10:00AM - 3:00PM	32.00	26.00
3:00PM - 7:00PM	27.00	22.00
6:00AM - 7:00PM	26.00	21.00
<i>Monday – Sunday</i>		
6:00AM - 12:00MID	22.00	18.00
<i>Saturday</i>		
6:00AM - 7:00PM	21.00	17.00
<i>Sunday</i>		
6:00AM - 7:00PM	21.00	17.00

TIME PERIODS	Fixed :60	Fixed :30
<i>Monday-Friday</i>		
6:00AM– 10:00AM	15.00	12.00
10:00AM - 3:00PM	25.00	20.00
3:00PM - 7:00PM	21.00	17.00
6:00AM - 7:00PM	21.00	17.00
<i>Monday – Sunday</i>		
6:00AM - 12:00MID	14.00	11.00
<i>Saturday</i>		
6:00AM - 7:00PM	15.00	12.00
<i>Sunday</i>		
6:00AM - 7:00PM	15.00	12.00



POLITICAL RATE STRUCTURE

2022 Primary Election



**KDXY-HD2 "Hot
107.5 FM"**

**Net to Station Rates:
Effective 4/11/22 –
5/24/22 and thru any
runoff**

TIME PERIODS	Fixed :60	Fixed :30
<i>Monday-Friday</i>		
6:00AM– 10:00AM	6.00	5.00
10:00AM - 3:00PM	6.00	5.00
3:00PM - 7:00PM	6.00	5.00
6:00AM - 7:00PM	6.00	5.00
<i>Monday – Sunday</i>		
6:00AM - 12:00MID	6.00	5.00
<i>Saturday</i>		
6:00AM - 7:00PM	4.00	3.00
<i>Sunday</i>		
6:00AM - 7:00PM	4.00	3.00

**KDXY-HD3 "EZ
92.7 FM"**

**Net to Station Rates:
Effective 4/11/22 –
5/24/22 and thru any
runoff**

TIME PERIODS	Fixed :60	Fixed :30
<i>Monday-Friday</i>		
6:00AM– 10:00AM	5.00	4.00
10:00AM - 3:00PM	5.00	4.00
3:00PM - 7:00PM	6.00	5.00
6:00AM - 7:00PM	5.00	4.00
<i>Monday – Sunday</i>		
6:00AM - 12:00MID	5.00	4.00
<i>Saturday</i>		
6:00AM - 7:00PM	4.00	3.00
<i>Sunday</i>		
6:00AM - 7:00PM	4.00	3.00



POLITICAL RATE STRUCTURE

2022 Primary Election



KJBX-HD2 "98.5 The Outlaw"

Net to Station Rates: Effective 4/11/22 – 5/24/22 and thru any runoff

TIME PERIODS	Fixed :60	Fixed :30
<i>Monday-Friday</i>		
6:00AM– 10:00AM	5.00	4.00
10:00AM - 3:00PM	5.00	4.00
3:00PM - 7:00PM	6.00	5.00
6:00AM - 7:00PM	5.00	4.00
<i>Monday – Sunday</i>		
6:00AM - 12:00MID	5.00	4.00
<i>Saturday</i>		
6:00AM - 7:00PM	4.00	3.00
<i>Sunday</i>		
6:00AM - 7:00PM	4.00	3.00



POLITICAL RATE STRUCTURE

2022 Primary Election

DIGITAL ADVERTISING

- Campaigns may target any geographic area in the world.
- Costs based on minimum
- Custom estimates and campaigns are available.

Tier 1	Tier 2	Tier 3
Display Targeting wwith Geofence and Retarget \$14 per thousand impressions	Buy Tier 1 + Video Pre-Roll \$20 per thousand impressions	Buy Tier 2 + Connected TV \$50 per thousand impressions
1,500.00 per month	2,500.00 per month Adds 50,000 video impressions	3,500.00 per month Adds 20,000 OTT impressions
107,143 Impressions per month	157,143 total Impressions per month	177,143 total Impressions per month

Additional Information:

These costs are based on a minimum number of ads for one month of advertising. Each campaign will be customized to target the specific audience you want to reach within reason. If targeting more than one county, more impressions will be required for a successful campaign.

Explanations of products available on following page.



Social Media Campaign Services

We can design, place and target your Facebook and Instagram campaigns
Facebook and Instagram should be an extension of your other display and/or video messaging
We can place approximately 30,000 impressions in your target area for \$500



POLITICAL RATE STRUCTURE

2022 Primary Election

DIGITAL ADVERTISING

We will provide a full estimate based on the advertising campaign's needs.

PRODUCT

DESCRIPTION

Display Targeting with option to Geofence and Retarget

DISPLAY TARGETING – Reaches your best potential audience on the web while they are viewing relevant content on high-quality websites. Includes geographic, demographic, and behavioral targeting.

GEOFENCING– A predefined area around a specific location. Ads are only served to consumers inside the fence. Verifiable location targeting with GPS Services. Eliminates wasted circulation with day-parted delivery.

RETARGETING - Following people after they leave your website and showing them your display ad across all devices.

Pre-Roll

VIDEO PRE-ROLL – Uses movement and sound to reach your preferred audience on brand-enhancing websites.

GEOVIDEO – Engage your targeted audience through mobile video as they are near or around a location or key points of interest

Connected TV

Advertisements are shown on any TV that is connected to the internet and accesses TV content via devices such as Apple TV, Google Chromecast, and others. Connected TV reaches groups of TV viewers that traditional advertising cannot.

