



KZBi-FM
94.5 FM
News & Talk
25-64 Adults

KBGZ-FM
103.9 FM
Country
18-54 Adults

KHIX-FM
96.7 FM
Adult Contemporary
25-54 Adults

Z107.7 FM & HD
KBGZ-HD2/107.7FM
Classic Hits
35-54 Adults

Coyote-FM & HD
KBGZ-HD3/101.1 FM
Classic Rock
35-54 Adults

100.5 True Country
KBGZ-HD4/100.5 FM
Country Classics
35-64 Adults



ON AIR:

Local News Block

Rush Limbaugh
Dave Ramsey
Tom Shillue
John Bachelor
Jim Bohannon
Red Eye Radio
First Light
CBS News

Blake Shelton
Eric Church
Luke Bryan
Tim McGraw
Jason Aldean
Kenny Chesney
Keith Urban
Thomas Rhett
Carrie Underwood

Taylor Swift
Ed Sheeran
Maroon 5
Bruno Mars
Katy Perry
Imagine Dragons
Justin Timberlake
Lady Gaga
Pink

Journey
Hall & Oates
Madonna
Michael Jackson
Billy Joel
Elton John
Prince
Duran Duran
Eurythmics

ZZ Top
Eagles
Tom Petty
Boston
Van Halen
Aerosmith
Pink Floyd
Led Zeppelin
Rolling Stones

George Strait
Willie Nelson
Waylon Jennings
Reba McEntire
Johnny Cash
Dolly Parton
Merle Haggard
Kenny Rogers
Oak Ridge Boys

SIGNAL EQUIVALENT:

100,000 Watts

100,000 Watts

100,000 Watts

25,000 Watts

25,000 Watts

25,000 Watts

CONTACT:

Sales, Ruby Radio Corporation 1750 Manzanita, Suite 1, Elko, NV 89801

Phone: 775-777-1196 FAX: 775-777-9587 | EMAIL: SALES@RubyRadio.FM

NATIONAL:

Lisa Kirkman, National Accounts Director, 775-340-8001 | LISA@RubyRadio.FM



Our Pledge: We promise to...

Effectively Deliver the Largest Possible Audience

Your advertising goal should be to reach the most people with your message. All of our Ruby Radio stations strive constantly to build and broaden our audience. We'll do what it takes to bring more people down the dial to hear your ad – with programming, promotions, and quality control – *because advertising is about audience.*

Limit the Length of Commercial Breaks

The reason people give most for changing the station is “too many ads.” And if they tune out, they won't hear your *next* ad. We believe that your ad must be showcased to stand out, so we reduce the number of ads that run in the same break as yours.

Provide Top Quality Production

We want you to have the most interesting, attention-grabbing ad. If it doesn't grow your business, it doesn't grow ours, either. Our guarantee: We will write it well, and produce it as many times as it takes until YOU like it.

Charge Fair and Consistent Rates

All of our advertisers are on the same rate base. When it comes to price, we do not play favorites. Our rates are based on demand, and we will always offer you the best value available.

Marketing Approach

It starts with YOUR goals, not ours. We want your business to grow, and that means learning your plan. We'll take a little more time with you, so that we can be clear on your plan for success. Then we'll do our very best to provide you with an ad campaign that meets – and hopefully exceeds - those goals.

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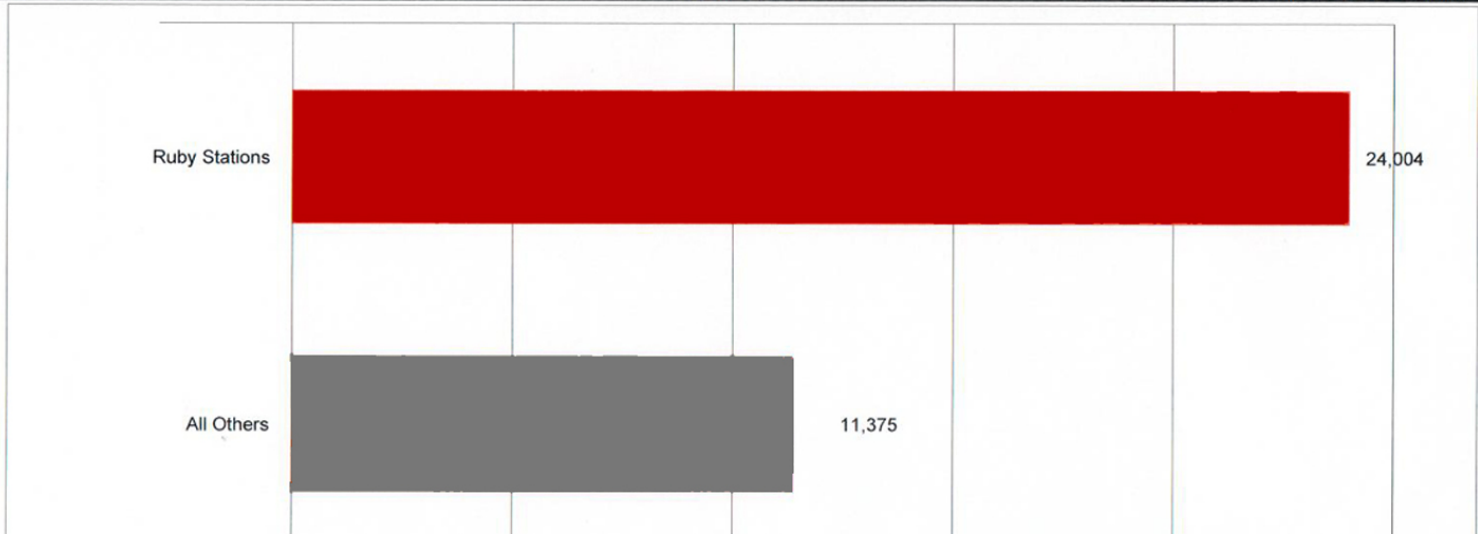
Lisa Kirkman, National Accounts Director, 775-340-8001 | LISA@RubyRadio.FM



The Largest Possible Audience

Rank Report: MoSu 6a-Mdnt Weekly Cume

Market: Elko, NV Demo: A12+ Pop: 32,600 Sample: 200



'All Others' = KELK AM, KLKO FM, KRJC FM 'Ruby Stations' = KBGZ F2, KBGZ F3, KBGZ F4, KBGZ FM, KHIX FM, KZBI FM

Source: Eastian Fall 2017

	% Wght	Fa17
Pop (000)	A12+	100.0
Sample:	A12+	32.6
		200



Generated by: Analysis-One Radio Scheduling System © 2004-2010, 2011 microtherapy inc. Data: © 2017 Eastian Ratings. Subject to the limitations and restrictions stated at www.eastianratings.com

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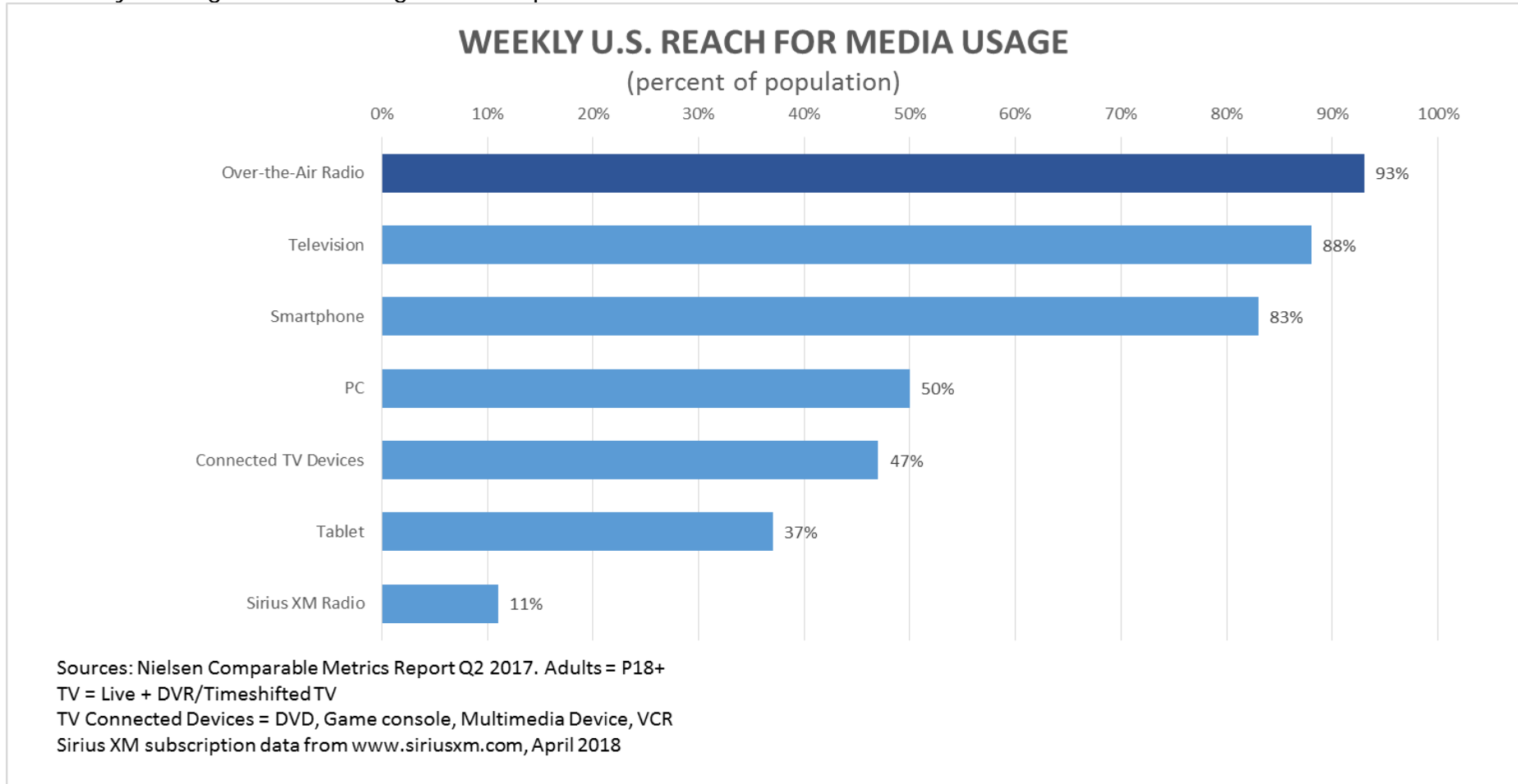
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RADIO is the Dominant Mainstream Media

Each week, more Americans tune into AM/FM radio (93%) than watch television, or use smartphones, tablets or computers. To reach your target customers age 18 and up, use radio.



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Ruby Radio Current Rate Summary (Grid V)

January 31, 2017

STATION:	Newstalk 94.5	BIG Country 103.9	Mix 96.7	z107.7	Coyote 101.1	100.5 TRUE	Combo**
Call Letters:	KZBi-FM	KBGZ-FM	KHIX-FM	KBGZ-HD2	KBGZ-HD3	KBGZ-HD3	All Six Stations
FORMAT:	NewsTalk	Mainstream Country	Adult Contemporary	Classic Hits	Classic Rock	Country Classics	
TARGET:	25-54 Adults	18-54 Adults	25-54 Adults	35-54 Adults	35-54 Adults	35-64 Adults	
5a-10a	15	18	20	8	8	FREE*	60
10a-3p	15	18	20	8	8	FREE*	60
3p-8p	15	18	20	8	8	FREE*	60
8p-1a	9	10	13	5	5	FREE*	40
6a-7p	15	18	20	8	8	FREE*	60
5a-1a BTA	11	12	17	6	6	FREE*	40
Overnight (1a-5a)	3	3	3	3	3	FREE*	15

***NOTE: 100.5 TRUE Country Classics is FREE when you buy BIG Country 103.9 or a COMBO that includes BIG Country 103.9!**

- All rates are gross
- Dayparts are the same, Monday-Sunday.
- Combo schedules must be identical on all five stations.
- Dayparts may be shortened by 1 hour on request with no additional charge.
 - Call for rates for shorter dayparts.
- z107.7 is an HD channel, re-broadcast on 107.7-FM, with the equivalent of 25,000 watts.
- COYOTE-101.1 is an HD channel, re-broadcast on 101.1-FM, with the equivalent of 25,000 watts.
- 100.5 TRUE Country Classics is an HD channel, re-broadcast on 100.5-FM, with the equivalent of 25,000 watts.

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Rate Card # 3

April 13, 2018



News Talk Elko

Newstalk 94.5 KZBi-FM
 A Service of Ruby Radio Corporation
 1750 Manzanita Suite 1
 Elko, Nevada 89801
 Phone: 775-777-1196
 Fax: 775-777-9587
 Sales@RubyRadio.FM

Daily	I	II	III	IV	V
5AM – 10AM	31	26	22	18	15
10AM – 3PM	31	26	22	18	15
3PM – 8PM	31	26	22	18	15
8PM-1AM	18	13	13	11	9
6AM – 7PM	31	26	22	18	15
5AM – 1AM (BTA)	23	19	16	13	11
1AM – 5AM (Overnight)	10	8	6	5	3

Ads are Unit Priced – same rate for :60 or :30. SHORT DAYPARTS (3-4 hours) are 1 grid up. 2-hour dayparts are 2 grids up. SPECIFIC HOURS are 3 grids up. SPECIFIC TIMES are 4 grids up. "Best Time Available" (BTA) ads are pre-emptable.
Electronic billing may be requested for an additional \$5 charge per invoice.

Weekly	Quarter TAP				
	I	II	III	IV	V
40x	1040	880	720	600	480
32x	832	704	576	480	384
24x	624	528	432	360	288

Quarter TAP guarantees placement in the four primary dayparts; AM, MD, PM and EV, and must be placed over 5 to 7 consecutive days.

Special Packages

Sprinkles: 50 ads "sprinkled" over a 7-Day period to air ANYWHERE On KZBi-FM. \$249. LIMIT: 1 package per week.

Weekend Sprinkles: 36 ads "sprinkled" over a 72-hour period to air ANYWHERE on KZBi-FM Saturday-Sunday-Monday only. \$99.

Drive Only: 32 ads to air ONLY 5-10a + 3-8p, spread over Monday-Friday. Equal rotation not guaranteed. \$429.

Sponsor The News

- 10 News Sponsorships per week, between 6a-9a in PRIME morning drive time
- A 5-second opening billboard ("This edition of the Ruby Radio News is sponsored by...")
- A 60 second ad for your business, adjacent to the news
- 15 additional BTA ads on KZBi per week
- A minimum of 15 shared promotional announcements per week that mention your sponsorship

52 Weeks @ \$249/Week 26 Weeks @ \$269/Week 3 to 25 Weeks: @ \$349/Week

NOTE: This is a consecutive week agreement. Broadcast billing cycle includes both 4- and 5-week months, so billing will vary.

CANCELLATION AND EARNED RATE POLICY: Cancel at any time with 7 days notice, however, agreements longer than 6 months are discounted as consideration for your additional commitment. Early cancellation will result in an additional charge equal to the difference between the contract rate and the length of your actual schedule.



KZBi Program Schedule

MONDAY-FRIDAY			
12M	To	1A	Red Eye Radio
1A	To	2A	Red Eye Radio
2A	To	3A	Red Eye Radio
3A	To	4A	Red Eye Radio
4A	To	5A	First Light
5A	To	6A	America in the Morning
6A	To	7A	Local Morning News Block
7A	To	8A	Local Morning News Block
8A	To	9A	Local Morning News Block
9A	To	10A	Rush Limbaugh
10A	To	11A	Rush Limbaugh
11A	To	12N	Rush Limbaugh
12N	To	1P	Dave Ramsey
1P	To	2P	Dave Ramsey
2P	To	3P	Dave Ramsey
3P	To	4P	Tom Shillue
4P	To	5P	Tom Shillue
5P	To	6P	Tom Shillue
6P	To	7P	John Bachelor
7P	To	8P	John Bachelor
8P	To	9P	John Bachelor
9P	To	10P	Jim Bohanan
10P	To	11P	Jim Bohanan
11P	To	12M	Jim Bohanan

SATURDAY			
12M	To	1A	Red Eye Radio
1A	To	2A	Red Eye Radio
2A	To	3A	Red Eye Radio
3A	To	4A	Red Eye Radio
4A	To	5A	Red Eye Radio
5A	To	6A	Red Eye Radio
6A	To	7A	Handel On The Law
7A	To	8A	Handel On The Law
8A	To	9A	Handel On The Law
9A	To	10A	Best of Rush Limbaugh
10A	To	11A	Best of Rush Limbaugh
11A	To	12N	Best of Rush Limbaugh
12N	To	1P	The Weekend
1P	To	2P	The Weekend
2P	To	3P	The Weekend
3P	To	4P	Todd Starnes
4P	To	5P	Todd Starnes
5P	To	6P	Todd Starnes
6P	To	7P	Mike Gallagher
7P	To	8P	Mike Gallagher
8P	To	9P	Mike Gallagher
9P	To	10P	Jim Bohanan
10P	To	11P	Jim Bohanan
11P	To	12M	Jim Bohanan

SUNDAY			
12M	To	1A	Red Eye Radio
1A	To	2A	Red Eye Radio
2A	To	3A	Red Eye Radio
3A	To	4A	Red Eye Radio
4A	To	5A	Red Eye Radio
5A	To	6A	Red Eye Radio
6A	To	7A	Extreme Genes
7A	To	8A	The Money Pit
8A	To	9A	The Money Pit
9A	To	10A	Gary Sullivan
10A	To	11A	Gary Sullivan
11A	To	12N	Gun Talk
12N	To	1P	Gun Talk
1P	To	2P	Gun Talk
2P	To	3P	Billy Kinder
3P	To	4P	Billy Kinder
4P	To	5P	Leo LaPorte The Tech Guy
5P	To	6P	Leo LaPorte The Tech Guy
6P	To	7P	Leo LaPorte The Tech Guy
7P	To	8P	Under The Hood
8P	To	9P	Under The Hood
9P	To	10P	Bill Cunningham
10P	To	11P	Bill Cunningham
11P	To	12M	Bill Cunningham

As of 4/13/18

All programs subject to change

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Ruby Want Ads Rate Card #4

March 21, 2017



DISPLAY BANNERS [Top Center: 310x90 px, Square: 200x200, Top Right Cube: 120x90* and Vertical: 200x600*]
Appear on every page of RubyWantAds.com:

6 MONTH COMMITMENT	\$ 529/Mo
12 MONTH COMMITMENT	\$ 359/Mo
24 MONTH COMMITMENT	\$ 299/Mo

CENTER FRONT PAGE BANNER [728x90 px]

Appears on the front, log-in page of RubyWantAds.com:

6 MONTH COMMITMENT	\$ 359/Mo
12 MONTH COMMITMENT	\$ 269/Mo
24 MONTH COMMITMENT	\$ 199/Mo

SECTION HEADING BANNERS [728x90 px]

Exclusively appear on every page within a RubyWantAds.com Section

6 MONTH COMMITMENT	\$ 239/Mo
12 MONTH COMMITMENT	\$ 179/Mo
24 MONTH COMMITMENT	\$ 139/Mo

RubyWantAds.com
Ruby Radio Corporation
1750 Manzanita Suite 1
Elko, Nevada 89801
Phone: 775-777-1196
Fax: 775-777-9587
Sales@RubyRadio.FM

- ✓ Drive traffic to your site
- ✓ Build your mailing list
- ✓ Promote specials and features
- ✓ Attract people you know are already interested in your offer with Section Sponsorships

All ads require a \$75 setup fee, which is applied to initial design of the banner. An additional charge will be applied for changes in the original banner.

Payment options:

- Credit card or checking account debit on file.
- 5% Discount for payment in full at the time of the order.

CANCELLATION AND EARNED RATE POLICY: You may cancel at any time with 30 days notice, however, agreements longer than 6 months are discounted as consideration for your additional commitment. Early cancellation will result in an additional charge equal to the difference between the contract rate and the rate earned by the length of your adjusted schedule.

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