

Tech Talk With Craig Peterson Rate Card

Live Read Endorsement:

- ◆ Single 60-Second Spot: \$85.00
- ◆ 13-week Run: \$975.00
- ◆ First Position – Your choice of:
 - ◆ :20, :28:50, :44 or
 - ◆ :56:50

Your Pre-Produced Spot:

- ◆ Single 60-Second Spot: \$60.00
- ◆ 13-week Run: \$650.00

- ◆ Single 30-Second Spot: \$40.00
- ◆ 13-week Run: \$455.00

Hour Sponsorship Mention at Top of Hour (:06):

- ◆ 15-Seconds: \$25.00
- ◆ 3x in Single show: \$45.00

Spot Production:

- ◆ Includes Voice Talent, Bed and Production:
 - ◆ 30-Second Spot: \$150.00
 - ◆ 60-Second Spot: \$250.00

Market Leader Package:

- ◆ 13-week Run. Each week:
 - 1-Hour Sponsorship
 - 1 Live Read Endorsement
 - Web Site Banner Ad
(125x400 pixels)
 - 30-second Spot
 - \$1,995

Basic Terms:

- ◆ 60-Second rates apply to single 60-second ads or to two 30-second spots for same company during same show.
- ◆ Initial term of any 13-week Run is non-cancelable.
- ◆ Subsequent Runs can be canceled with 4 weeks notice.



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