

**WIN**

**2018**



**Jonesboro**  
Radio Group®

# Jonesboro Radio Group

## Statement of Policy on Political Advertising

It is the intention of KDXY (The Fox), KEGI (Eagle), KJBX (Mix), KDXY-HD2 (Hot 107.5), KDXY-HD3 (ESPN Jonesboro 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 spots 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](mailto:trey@jradiogroup.com)



“**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 in the afternoon. 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, Rick Christian middays & Phil Jamison afternoons! Primary target audience: **Men 25-54**. Jonesboro’s official “Hog Ship” station and the only FM outlet for Razorback sports!



The Adult Hit Music Station

“**The Mix**” (KJBX 106.3 FM) Still Jonesboro’s ONLY Adult Contemporary offering unequalled audience quality. Tom Scott in the morning, Phil Jamison middays & Rick Christian 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!** Especially ASU Students!



“**ESPN Jonesboro**” (KDXY HD3 92.7 FM) We are bringing the world’s most well-known sports network to Jonesboro 24/7! ESPN Jonesboro features popular national sports-talk shows as well as local talent with close-to-home coverage. **MEN 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.



# Jonesboro Radio Group

On Air. On Line. On Site.



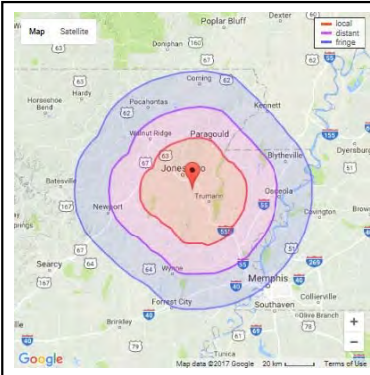
**The FOX 104.9**  
**THIS IS FOX COUNTRY!!!**

**KDXY-FM/HD**  
**104.9 FM and 104.9 HD-1**  
*This is FOX Country!*  
 Country  
[thefox1049.com](http://thefox1049.com)  
 Adults 25-54



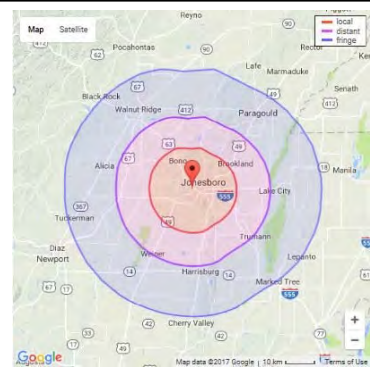
**100.5 THE EAGLE Rocks**

**KEGI-FM**  
**100.5 FM**  
*100.5 The Eagle Rocks*  
 Rock  
[eagle1005.com](http://eagle1005.com)  
 Men 25-54



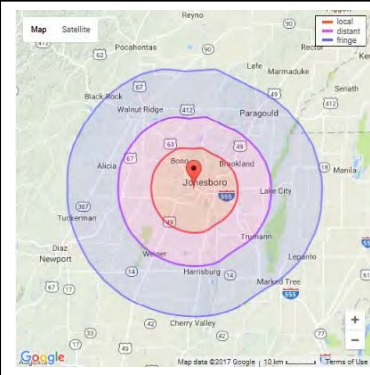
**Mix 106.3**  
 The Adult Hit Music Station

**KJBX-FM/HD**  
**106.3 FM and 106.3 HD-1**  
*The Adult Hit Music Station*  
 Hot AC  
[themix1063.com](http://themix1063.com)  
 Women 25-64



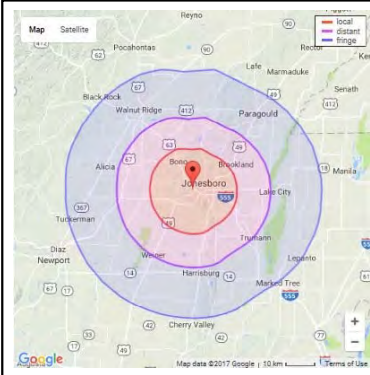
**HOT 107.5**  
**THE PARTY STATION**

**KDXY-HD2/FM, K298AV**  
**104.9 HD2 / 107.5 FM**  
*Hot 107.5 – The PARTY Station!*  
 Contemporary Hits Radio (CHR)  
[hot1075.com](http://hot1075.com)  
 Teens and Adults 12-34



**ESPN JONESBORO**  
**((92.7 FM))**

**KDXY-HD3/FM, K224DW**  
**104.9 HD3 / 92.7 FM**  
 Sports  
[espnjonesboro.com](http://espnjonesboro.com)  
 Men 35-64



**THE OUTLAW 98.5**  
 LEGENDS AND YOUNG GUNS

**KJBX-HD2/FM, K253BQ**  
**106.3 HD2 / 98.5 FM**  
*Legends and Young Guns*  
 Classic Country  
[985theoutlaw.com](http://985theoutlaw.com)  
 Adults 35-64



**Jonesboro Radio Group**  
 Political Rate Structure  
 2018 Primary Election



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



**Net To Station Rates: Effect**

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



**KDXY 104.9FM "The Fox"** **Net To Station Rates: Effect**

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>		
6:00PM - 7:00PM	\$ 42.00	\$ 34.00
<i>Monday - Friday</i>		
6:00AM - 10:00AM		
Newscaat Included Ad	\$ 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



<b>KEGI 100.5FM "The Eagle"</b>		<b>Net To Station Rates: Effect</b>	
<b>TIME PERIODS</b>	<b>Fixed :60</b>	<b>Fixed :30</b>	
<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



The Adult Hit Music Station

<b>KJBX 106.3FM "The Mix"</b>		<b>Net To Station Rates: Effect</b>	
<b>TIME PERIODS</b>	<b>Fixed :60</b>	<b>Fixed :30</b>	
<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



<b>KDXY-HD2 "Hot 107.5 FM"</b>		<b>Net To Station Rates: Effect</b>	
<b>TIME PERIODS</b>	<b>Fixed :60</b>	<b>Fixed :30</b>	
<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



<b>KDXY-HD3 "ESPN 92.7"</b>		<b>Net To Station Rates: Effect</b>	
<b>TIME PERIODS</b>	<b>Fixed :60</b>	<b>Fixed :30</b>	
<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



