

COUNTY 10

# POLITICAL ADVERTISING

REACH THE LARGEST  
AUDIENCE IN  
FREMONT COUNTY

To win the election,  
you have to get the  
word out.

To get the word out, you  
need a trusted advertising  
partner

Why trust County 10 with  
your Political Advertising?

- Over 18k digital readers/day
- 3 high energy local radio stations
- Cross-platform packages
- High quality creative
- Simple and effective products and rate structure
- Professional Client Services  
Team with specialized political  
ad training

LEARN MORE:

[advertising@county10.com](mailto:advertising@county10.com)

307-240-9449

COUNTY10.COM

97.5 KDLY FM | 105.1 KTUG FM | 1330 AM & 107.7 FM KOVE

Congratulations!

Thank you for putting yourself out there and running for office. No matter what office or level you're running, you're a leader in our community and we applaud your efforts.

County 10 is here to help you get the word out to the community about your candidacy. With 18,000+ daily visitors to our website county10.com, three high energy local radio stations, professional graphic design, and audio production services, we're your one-stop, full-service political advertising partner.

In this packet you'll find need-to-know information about advertising with us, FAQ's, our Political Advertising Policies Disclosure and our Rate Sheet. Please review the information attached and then feel free to reach out to me with your questions and to place your advertising order.

I'm looking forward to working with you as your campaign progresses.

Sincerely,

Devin King  
Sales Director  
[advertising@county10.com](mailto:advertising@county10.com)  
307-240-9449

# County 10 Political Advertising Rate Sheet

Rates are updated frequently, especially 45 days before the Primary and 60 days before the General Election, when “lowest unit cost” applies. Call Devin King, Sales Director for a current rate sheet.

Our radio ad rates are based on :30 spots. For :60 spots, simply double the price below, for :15 cut it in half, etc.

All prices are NET to County 10, meaning this is the price you pay if you buy directly from us. If you are an agency, or use one, we add the normal 15% agency commission fee to the price below.

**Rates below are good until 45 days before Wyoming’s Primary Election on **Aug 16, 2022** and 60 days before the General Election on November 8, 2022, when Lowest Unit Cost begins. Call for current rates at that time.**

<b>:30 Radio Spot</b> Played in the “Best Time Available” between 6a and 7p. No control over when your ad plays in our rotations	\$6 per spot
<b>:30 Radio Spot with a Preferred Day Part</b> Choose a timeframe for your ad based on the top times people listen to our stations. 6a - 9a, 11a - 1p, 4p - 6p	\$9 per spot
<b>:30 Radio Spot with a Fixed Position</b> Select a specific time(s) you want your ad to air, like during a show	\$12 per spot
<b>Digital Display Advertising, 50k impressions</b> 4 different ad sizes, rotated with other advertising.	\$325
<b>Digital Display Advertising, 100k impressions</b>	\$600
<b>Sponsored Post on County 10’s website</b> Also shared on our social media platforms and in our daily email	\$500

## What do I need to know?

1. All our information is in this packet. Devin King, Sales Director, is your contact for questions and orders.
2. **NAB form PB-19 must be filled out by all candidates wishing to advertise on our radio stations.** A copy of the form will be supplied to you.
3. Normally, **you must provide all your own ad creative files and information.** Radio spots should be in mp3 or wav format. If you do not have “ready-made” ads, we can provide creative production. **See Rate Sheet for creative fees.**
4. **You must supply ads a minimum of 24 hours in advance** of when you want them to run. **The deadline for next-day placement/changes is 2pm.** Ad creative work requires a minimum of 72 hours notice before desired placement.
5. **All political advertising will be invoiced in full, in advance, at the time of your order** (except Federal candidates, who will be invoiced 7 days prior to “go live” date). County 10 does not extend credit for political advertising, except in the case of multi-month campaign advertising, in which case a payment plan may be set up.
6. **Identification of the real, transparent, identity of the person or organization paying for advertising is required or we do not have to, nor will we run your ad.** If this is not supplied, we will edit your ad (if you supplied it) to include this information. We are not responsible for portions of your ad that get “cut off” if we have to edit it for this reason.

# Political Advertising FAQ's

Q: Can I just buy ads like anyone else?

A: Yes and no. We have to report to the Federal Communications Commission (FCC) on everything from your request for information about advertising to what you buy and whether it runs. There are also special rules we have to follow. So, yes, you can buy advertising, but you will have to do a little extra paperwork and follow some guidelines.

Q: Do all candidates get to buy advertising?

A: It depends. Radio stations are required by federal law to sell political advertising to all candidates in a federal race. There is no such requirement for state, county, and local races, however if a station chooses to sell time to one candidate, it may not refuse to sell advertising to an opponent. Each candidate must be given "fair use" of the station. County 10 will sell advertising to all state, county and local candidates in all races, unless otherwise specified.

Q: My opponent was on the air on one of your stations. Do I get "equal time"?

A: If a candidate appears on-air at a radio station, "equal time" must be afforded to all opponents. An example of the "equal time" rules happened when Ronald Reagan ran for president. Many TV stations avoided showing any of Reagan's movies during the campaign so as to avoid having to provide "equal time" to his opponents. Note: This does not apply to candidate appearances in actual news broadcasts. News reporting is not subject to "equal time" requirements.

Q: I've heard that candidates get your lowest cost advertising. How does that work?

A: All radio stations are required to sell advertising to all candidates at the same rate given to the best advertising clients. This is called the "lowest unit rate." For example, a client who buys a lot of advertising or has an annual contract may be paying a highly-discounted rate. This same rate must be offered to all candidates, regardless of the amount of advertising purchased by the candidate.

Q: When does "lowest unit rate" apply?

A: 45-days prior to any primary election and 60-days prior to any general election. Outside of this time frame, stations are free to charge any rate they want for political ads, provided all candidates are treated the same.

Q: Does "lowest unit rate" apply to digital advertising?

A: No. We must sell digital advertising at the same rate to all candidates and give equal opportunity, but there is no "lowest unit rate" for digital advertising. What you see on our rate sheet for digital will remain the same throughout the election cycle.

Q: Why must I prepay for political ads?

A: If credit is extended to all candidates, those who lose the election might not pay for their advertising. As such, broadcast stations typically require pre-payment for all political ads. We are also required to

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treat all candidates the same, so we can't require some candidates to prepay and extend credit to others. See our disclosure statement for more information.

Q: Can I use ads longer than 60 seconds?

A: County 10 stations offer :30 and :60 radio spots, but we will do our best to accommodate other reasonable requests for different ad lengths.

Q: What happens if I need to put an ad on after your deadline?

A: We need all advertising by 2pm **the day before you want it to air**. All stations have a deadline for advertising, political or otherwise. Schedules for each station must be prepared in advance and loaded a day ahead. It is not always possible to get ads on at the last minute, which is why we encourage all candidates to plan as far in advance as possible.

Q: Can I find out how much my competitor is spending?

A: Yes. All broadcast stations are required to keep records of all political advertising and upload those records in the station's "Public File" on the FCC website. You can view this information on your own or by request in the station.

Q: Where is a detailed version of your political advertising information?

A: Refer to our Political Advertising Disclosure Statement, or contact Devin King, Sales Director for more info.

# STATEMENT OF POLICY ON POLITICAL ADVERTISING

It is the intention of County 10 to comply fully with all applicable laws and regulations relating to the use of the station by legally qualified candidates for public office. Our policies regarding political broadcasting are designed to meet all legal requirements. However, to the extent permitted by law, County 10 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 contract 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 County 10's stations by permitting the purchase of reasonable amounts of time for the use of County 10's stations. While County 10 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. Federal candidates may purchase any length of time that County 10 determines, on a case-by-case basis, is consistent with law and FCC rules. County 10 has no predetermined limitations on the amount of time a federal candidate may purchase or on the time of day in which his/her announcements may appear.

County 10 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 County 10's stations, and potential programming disruption.

**STATE AND LOCAL RACES.** It is the policy of County 10 to keep its viewers informed of opposing candidates' viewpoints in state and local elections. Generally, County 10 also sells airtime to legally qualified candidates for non-federal public office. However, County 10 reserves the right 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 County 10's obligation to afford reasonable access to federal candidates, the availability of inventory, and potential programming disruption. County 10 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 programs or dayparts.

**RATES FOR CANDIDATES.** During the period 45 days preceding a primary or primary run-off election and during the period 60 days preceding a general or special election, the charges for use of County 10's stations by legally qualified candidates running in that election are not, under federal law, permitted to exceed the lowest unit charge of County 10's stations for the same class and length of announcement for the same time period. Whether a candidate is entitled to the lowest unit charge for a particular spot depends on the date the spot airs -- not when the order is accepted.

Because the prices of spots on County 10's stations are subject to change, the lowest unit charge for a particular length of spot, class of spot and time period may also vary during the 45-day and 60-day pre-election periods. In the event any legally qualified political candidate is charged in excess of the applicable lowest unit charge, whether because of a post-order change in the applicable lowest unit charge or for any other reason, County 10 will rebate the excess payment to the candidate, or credit that amount toward a further time purchase should the candidate so desire.

At times when the lowest unit charge is not applicable, the charges for use of County 10's stations by legally qualified candidates may not exceed the charges made for comparable use of County 10's stations by other advertisers.

Lowest unit charges during the pre-election periods apply only to *"uses" by legally qualified candidates*. A "use" is defined as "any positive broadcast of a candidate's voice or picture." Lowest unit charge does not apply to third party or independent expenditure advertising, even if the advertisement constitutes a "use," unless the advertisement is authorized by the candidate. The "use" must be sponsored by the candidate (or if not sponsored by the candidate, must be authorized by the candidate) to qualify for lowest unit charge.

**AGENCY PLACEMENT AND DIRECT PLACEMENT.** Except for spots sold by the station's rep firm, County 10's lowest unit charge is based on the net to County 10. Thus, for example, if County 10's commissionable lowest unit charge for a particular advertisement is \$100, and a recognized agency books a spot on behalf of a legally qualified candidate who is entitled to the lowest unit charge, County 10 will net \$85 from the sale of that spot (\$100 less the normal 15% agency commission). County 10's lowest unit charge for a spot of the same class, length and time period will therefore be \$85 for candidates who wish to make a "direct" buy.

**TYPES OF ADVERTISING SCHEDULES.** We are pleased to work with candidates and their representatives to ensure that the candidate is aware of and is able to make any purchase of time available to commercial advertisers, according to the schedule the candidate believes would be most advantageous. It is our policy to assist candidates in making informed judgments as to their time purchases by alerting them to the full range of options available. For that purpose, we provide the following information on the various types of purchases County 10's advertisers may make:

- **Length of Announcements.** Generally, County 10's stations make available for purchase airtime in the following lengths: 60 seconds and 30 seconds. As stated above, County 10 will make other lengths of time available to candidates for federal office on a case-by-case basis, consistent with law and FCC rules.
- **Classes of Time.** Generally, County 10 makes available the following classes of time:
  - **Best Time Available (BTA):** These spots are played in rotation between 6a and 7p. Only the number of spots is guaranteed, not a specific time that they will run.
  - **Preferred Day Parts:** Generally, County 10's stations make available the following day parts: 6a-9a, 11a-1p, 4p-6p. These spots are played in the timeframe selected, but not at a fixed time. Preferred Day Parts are more expensive than BTA spots.
  - **Fixed Position:** These spots are guaranteed to air at the scheduled time, except in the event of unforeseen program changes or technical difficulties. Fixed spots constitute County 10 station's highest-priced class of time.

**Time Periods.** Individual spots sold in most classes of time can be scheduled to run in many different time periods or programs or combinations of time periods or programs. Generally, the prices of spots increase during time periods or programs of high audience levels or high advertiser demand. Spots restricted to narrower rotations or specific programs will generally cost more than spots scheduled to run in broader time periods. For example, spots scheduled to air during a particular hour or half-hour (e.g., 4:00 p.m. - 4:30 p.m.; 8:00 p.m. - 9:00 p.m.) will generally cost more than spots scheduled to run at any time within the entire daypart (e.g., 3:00 p.m. - 7:00 p.m.; 8:00 p.m. - 12:00 midnight). Spots scheduled to air during a particular program will generally cost more than spots scheduled to run at any time during several programs.

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**Custom schedules can also be arranged.** Please ask if you would like to discuss other options.

**Package Plans.** At any point in time, the station offers a number of specialized and/or individually negotiated packages to its advertisers. These packages allow the station's clients to reach their intended audiences in the most cost-effective way. These packages may, for example, include spots in a number of different programs or dayparts, combinations of fixed and BTA spots, and so on. Other packages may be time and/or event specific.

During the statutory "lowest unit rate" periods, legally qualified candidates may purchase such packages at the lowest price at which such packages are sold to commercial advertisers. In addition, during the pre-election "lowest unit rate" periods, legally qualified candidates may purchase any portion of a package at the package rate, without being required to purchase all parts of the package. For spots airing during a pre-election "lowest unit rate" period, whenever a spot rate included in a package plan is less than the lowest unit rate for the particular length, class and time period in which it is scheduled, the package rate becomes the new lowest unit rate for the same class of time in the same time period. The station will allocate the costs of spots of different classes included in package plans to reflect their true value, in accordance with the policies of the FCC.

**Digital Advertising.** Advertisers on County 10's stations sometimes purchase digital advertising on county10.com. Legally qualified candidates may purchase digital advertising on the same terms, and under the same circumstances, as the station makes them available to commercial advertisers. Digital advertising on county10.com is also available separately from radio advertising. See Rate Sheet.

**Current rate information** for all of the lengths and classes of time offered by County 10 is provided to each person who requests information regarding political advertising on County 10's stations. In addition to the current "going rates," the station also will provide its best, good faith estimate of the lowest unit rates upon any request for information.

**Make Goods.** It is the policy of County 10 to offer all political candidates "make goods," prior to the election, for candidate "use" spots that may not have aired due to programming conflicts or technical difficulties. County 10 cannot guarantee, however, that time-sensitive make goods can be provided in the time period or rotation originally ordered. If inventory constraints make identical scheduling impossible, County 10 will offer make goods of equivalent value. If these are not acceptable to the candidate, County 10 will provide credits or refunds for missed spots.

**News and Election Day.** County 10 does not accept political advertising during newscasts. County 10 does not have a news adjacency class of time. County 10 does not accept political advertising on election day.

**PREREQUISITES TO BROADCAST.** For each political time order, an NAB political broadcast form must be at County 10's representative's office at least 72 hours prior to broadcast. Copies of the current NAB form are available upon request. Completed spots must be received by County 10 at least 24 hours in advance of their first scheduled airing, or no later than close of business Thursday for weekend airing. However, we will do our best to accommodate federal candidates' requests for reasonable access regardless of notice.

**SPONSORSHIP IDENTIFICATION.** Under the rules of the Federal Communications Commission and the Federal Election Commission, a sponsorship identification announcement must be given revealing who paid for or sponsored an announcement or program. Candidates and their committees (or an outside party paying for the broadcast) must disclose the true identity of the person or entity by whom or on whose behalf payment is made. **If a political announcement does not contain proper sponsorship identification, the station is required to**

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**insert the required sponsorship identification before allowing the spot to air. Since all advertisements must be limited to the amount of time purchased, spots lacking the required identification may be partially overdubbed. If County 10 is required to perform such production, normal production charges will be assessed.**

**PREPAYMENT AND CREDIT.** All political orders, whether direct from the candidate or through a recognized advertising agency, must be paid in advance, within seven (7) days of the beginning of the first flight, unless a payment schedule has been agreed upon. Federal candidates cannot be required to pay more than seven (7) days in advance. Regardless of these policies, we will do our best to meet the reasonable needs of federal candidates for access immediately before the election.

**PRODUCTION FACILITIES.** County 10 will make its production facilities available to candidates and their representatives. All inquiries or requests concerning production time and facilities should be made through your sales representative. Production rates are established on an hourly basis at \$50/hour and can be affected by the type and amount of equipment and personnel required for a particular job.

**POLITICAL FILE.** We maintain a political file of all requests for broadcast time made by or on behalf of candidates for public office as well as other issue and political type ads, together with materials showing the disposition made by Kairos Broadcasting, LLC d/b/a County 10 of each such request, any charges made if the request was granted, and the lengths, classes, and dayparts purchased. The political file is available for public inspection during regular business hours at County 10's corporate office at 2255 Brunton Court, Suite A, Riverton, WY 82501 and at the online public file:

- KDLY FM: <https://publicfiles.fcc.gov/fm-profile/KDLY/political-files>
- KOVE AM: <https://publicfiles.fcc.gov/am-profile/KOVE/political-files>
- KTUG FM: <https://publicfiles.fcc.gov/fm-profile/KTUG/political-files>

We retain the records in our political file for a period of two years. If you have any questions about our political file, please do not hesitate to ask.

**LIST OF OFFICERS AND DIRECTORS REQUIRED.** County 10 requires a committee, association, or group that is purchasing political advertising to furnish County 10 with a list of its chief executive officers, members of its executive committee, or members of its board of directors. Such lists must be furnished before County 10 will grant a request for time. These lists will be available for public inspection at County 10's Corporate Office during regular business hours. These records will be retained in the political file for two years.

**PLACING ORDERS.** The following persons are available to assist candidates with their radio and/or digital advertising County 10:

- Devin King, Sales Director  
[advertising@county10.com](mailto:advertising@county10.com)

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## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, \_\_\_\_\_, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE**

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):

Date of election:

General

Primary

Treasurer of candidate's authorized committee:

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**Candidate/Committee/Agency**

**Station Representative**

Signature:

Signature:

Name:

Name:

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate’s authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.