



# MARKET PROFILE



## KPZA-FM COVERAGE AREA

POWER: 100,000 WATTS  
 BROADCAST DAY: 24 HOUR SPANISH – FM STEREO  
 MUSIC: REGIONAL MEXICAN

◆ KPZA 103.7 FM-LA ZETA! ◆

SERVING SOUTHEAST NEW MEXICO AND WEST TEXAS  
 619 N. TURNER-HOBBS, NM 88240  
 (505) 397-4969 FAX (505) 393-4310

## KPZA RATE CARD

HOBBS' ONLY 100,000 WATT 24-HOUR SPANISH MUSIC STATION  
 MOBILE STUDIO REMOTE FACILITIES

### 60 SECOND RATES

	PER WEEK				PER MONTH			
	6x	12x	24x	48x	25x	50x	100x	200x
<b>DRIVE TIME AAA 5 AM – 10 AM 3 PM – 7 PM</b>	16.00	15.00	14.00	13.00	15.00	14.00	13.00	12.00
<b>TAP #1 6 AM – 7 PM</b>	15.00	14.00	13.00	12.00	14.00	13.00	12.00	11.00
<b>TAP #2 or AA 6 AM – 1 AM</b>	14.00	13.00	12.00	11.00	13.00	12.00	11.00	10.00
<b>OVER NIGHT A 1 AM – 5 AM</b>	12.00	11.00	10.00	9.00	11.00	10.00	9.00	8.00

DEDUCT \$2.00 PER SPOT FOR 30 SECOND RATES.

**DISCOUNT:** 5% ON 26 WEEKS OR 10% ON 52 WEEKS CONTRACT, SHORT RATING ON CANCELLATIONS.  
**TERMS:** BILLS DUE AND PAYABLE UPON RECEIPT, NO CASH DISCOUNT, AGENCY COMMISSIONABLE.