



2010 Rate Sheet

89.7 KJTH
From Oklahoma City
to Wichita

88.5 KZTH
Oklahoma City Metro

89.1 KXTH
Shawnee

89.3 KTHL
Altus

89.9 KTHF
Elk City/Clinton

100.1 Wichita

98.5 Norman
100.1 Edmond
103.1 Downtown OKC
105.7 Bartlesville
105.9 Stillwater

THEHOUSEFM.COM



**Non-Profit Excluding
Ticketed Concerts**
\$14.00 / 30-second spot
\$21.00 / 60-second spot

**Business Underwriting &
Ticketed Concerts**
\$20.00 / 30 second spot
\$30.00 / 60 second spot

Minimum Underwriting: 10 spots

**Non-Profit Excluding
Ticketed Concerts**
\$7.00 / 30-second spot
\$10.50 / 60-second spot



**Business Underwriting &
Ticketed Concerts (For Profit)**
\$10.00 / 30 second spot
\$15.00 / 60 second spot

Minimum Underwriting: 10 spots



88.7 KLVV
Ponca City
Northern Oklahoma &
Southern Kansas

98.5 Enid
107.3 Stillwater

MYPRAISEFM.COM

Quantity Discounts: (discounts only apply to Non-Profits)

- \$200 in a calendar month – 10%
- \$400 in a calendar month – 15%
- \$600 in a calendar month – 20%

Sundays ONLY :
30 minutes for \$150- House FM (no discounts)
30 minutes for \$75- Praise (no discounts)

Will cost an extra 50% if client requests specific times for their spots to air.
Normal times for spots to air are 6 am – 9pm, everyday.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.

The Love Station
[a 501(c)3 organization]
P.O. Box 14
Ponca City, OK 74602

Phone (580) 767-1400
(800) 324-8488
FAX (580) 765-1700
mail@klvv.com

Underwriting on The House FM / Praise 88.7

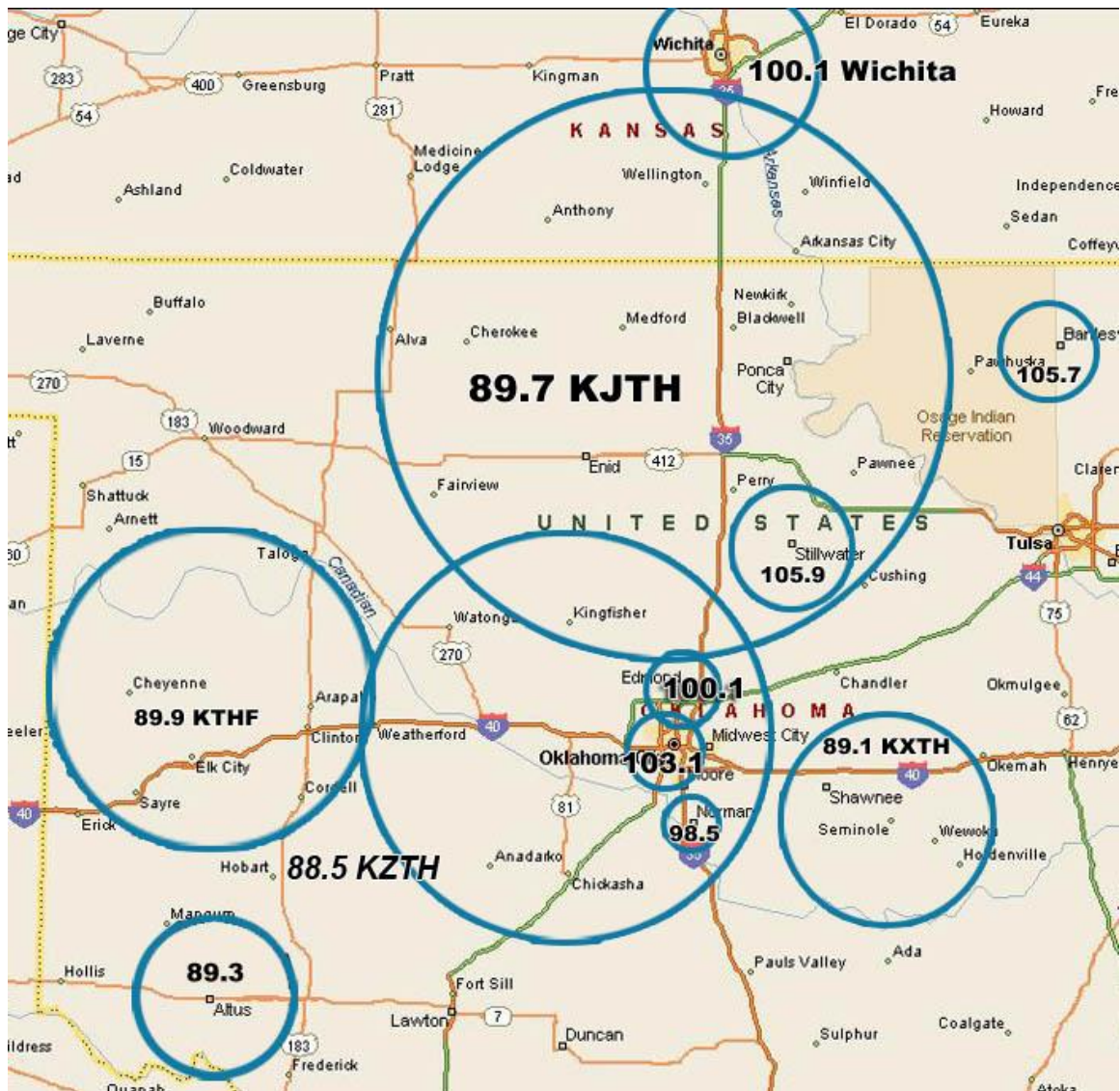
Thank you for your interest in announcements on The House FM / Praise 88.7. Below is information about underwriting, including pertinent station information for you. If you have any questions, please call 800-324-8488 or e-mail andy@thehousefm.com. We can work on a specialized underwriting campaign at your convenience. Thank You.

ABOUT THE HOUSE FM

The House FM is a Christian CHR station with a 52,500 person cume rating.¹

¹Arbitron Oklahoma City, Tulsa, and Wichita TSA's Spring 2010 ratings period. KJTH/KXTH/KZTH have a 52,500 person cume rating for the period of Monday-Sunday 6 a.m. to midnight, persons 12 and over. Produced by RRC from Data © 2010 Arbitron, Inc.

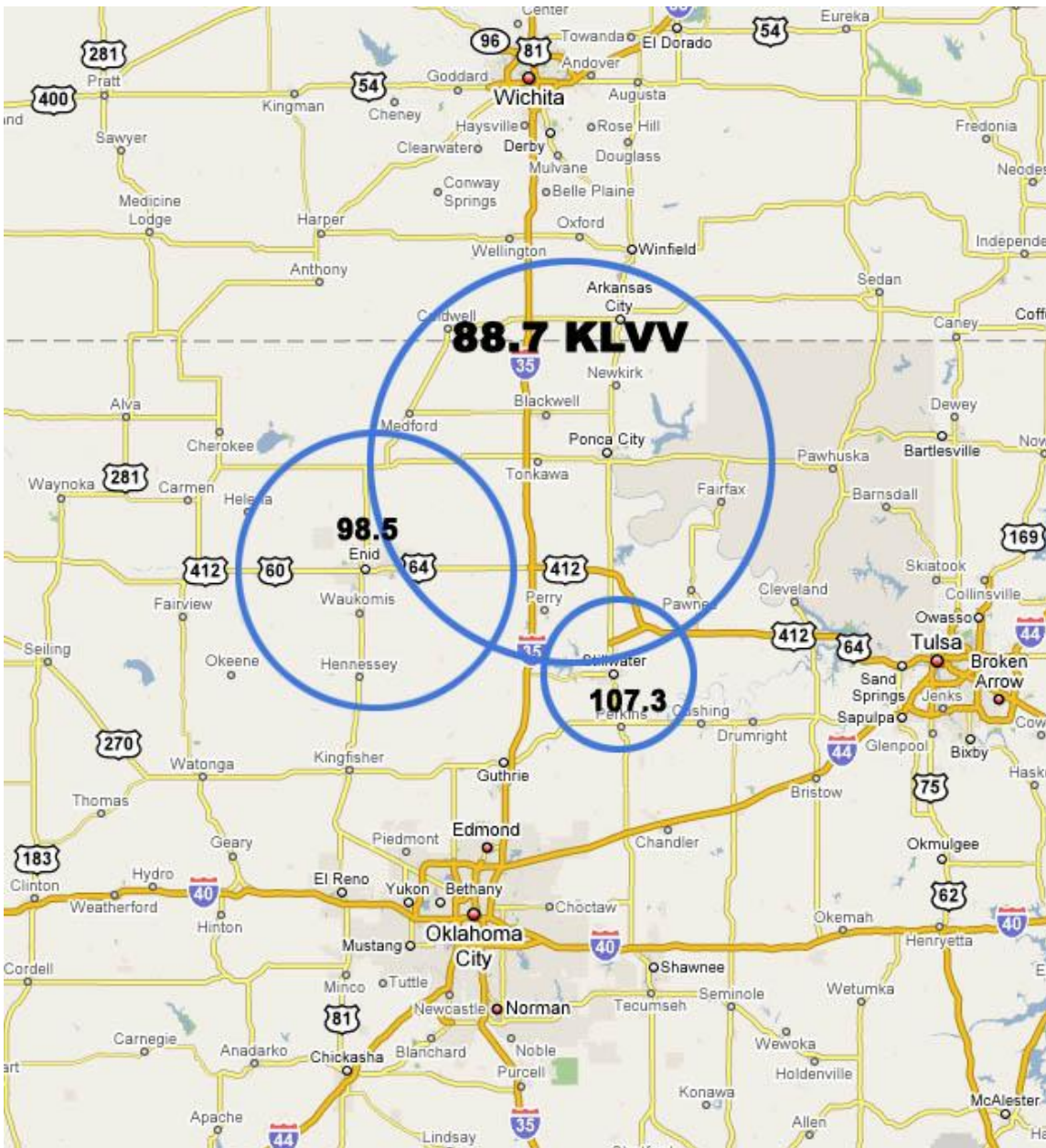
Below is a coverage map of the House network:



ABOUT PRAISE 88.7

Praise 88.7 is a Christian AC station with a 16,800 person cume rating ²

² Arbitron Oklahoma City, Tulsa, and Wichita TSA's Spring 2010 ratings period. KLVV has a 16,800 person cume rating for the period of Monday-Sunday 6 a.m. to midnight, persons 12 and over. Produced by RRC from Data © 2010 Arbitron, Inc.



What is Underwriting?

Underwriting is a way of supporting The House FM / Praise 88.7 (a non-profit, non-commercial radio station) and getting the name of your business heard by The House FM / Praise 88.7 listeners.

Q: What's the difference between advertising and underwriting?*

A: Advertisements are paid announcements in the print, broadcast, or electronic media. Underwriting is a support statement. As a non-commercial radio station we are prohibited from airing advertising but we can air underwriting. The major difference between "advertising spots" on commercial stations and "underwriting announcements" on noncommercial stations is an underwriting announcement must have the purpose of "identification only" and its language cannot specifically "bring someone to action," as do many advertising spots.

Q: So what can Commercial underwriters say?*

A: Underwriting announcements are concise and gimmick-free. As a non-commercial radio station, The House FM / Praise 88.7's underwriting announcements are defined by the FCC and should conform to specific guidelines.

There are three parts of underwriting announcements for Commercial businesses:*

1. The business name.
2. A brief description of business or service.
3. Repeats your business name and gives location or contact information.

Q: What is allowed on announcements for Commercial businesses?*

- Value-neutral descriptions of products and services
- Brand name of products
- Products or services offered or sold

* Does Not Apply To Non-Commercial Underwriters

Q: What is prohibited on announcements for Commercial businesses? *

- Comparisons and endorsements
- Expression of viewpoints
- Price or value information (including discounts)
- Calls to action ("come on down," for example)

Underwriting Example:

THE HOUSE F-M AND PRAISE 88.7 THANK SMITH HOME FURNISHINGS FOR BEING AN IMPACT PARTNER. SMITH HOME FURNISHINGS IS LOCATED AT 2500 N. 14TH STREET IN PONCA CITY AND THEY OFFER SELECTIONS OF HOME FURNISHINGS OFFICE AND COMPUTER FURNITURE, LAMPS, AREA RUGS, PICTURES, AND DECORATING ACCESSORIES. THEIR PHONE NUMBER IS 765-3539, OR 1-800-966-2180.

Concert Underwriting Giving Levels

(You can choose to buy any amount of spots greater than ten (10), these are just examples of what different levels of underwriting gives for promotion for your event.)

- **FREE**

Placement on Regional Concerts calendar -

<http://www.thehousefm.com/thehouse.asp?ID=regconcerts&S=0&b=1>

Placement on Community Calendar (if non-profit) -

<http://www.thehousefm.com/thehouse.asp?ID=commcal&s=0&b=1>

A Community Calendar announcement will be on the air for 5 weekdays before the event and will be heard at least one of these times: 9:20 am, 1:20 pm and 7:20 pm. (if non-profit)

(if giveaways are provided) A mention of the concert during the ticket/CD giveaway

- **\$180 (non-profit) \$200 (for profit)**

Everything mentioned at the free level

10 Thirty (30) second produced spots on The House FM

Some mentions of concert around songs from artists performing at concert (3 days in advance of show)

- **\$340 (non-profit) \$400 (for profit)**

20 Thirty (30) second produced spots on The House FM

-OR-

13 Sixty (60) second produced spots on The House FM

Placement of poster on Concerts page:

<http://www.thehousefm.com/thehouse.asp?ID=concerts&S=0&b=1>

Some mentions of concert around songs from artists performing at concert (5 days in advance of show)

Extra mention before ticket/CD giveaways

If you are looking to spend \$1000 or more, we can create a custom promotions package for you including DJ appearances and promotional possibilities. E-mail janelle@thehousefm.com for more information.

REMOTE BROADCAST RATES

The House FM Rates

\$150/hr.
+\$30/hr. for travel
+\$0.405 per mile both ways

PLUS \$200 pre-event spot purchase required.

Praise Rates

\$100/hr.
+\$30/hr. for travel
+\$0.405 per mile both ways

PLUS \$100 pre-event spot purchase required

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Questions we ask when booking remote

1. Which station do you want it on?
2. Date
3. Time
4. Place
5. How big is the event in the community?
6. How many people are you expecting?

NOTE: If you want a remote on both stations, calculate the per hour amount for each station less travel and mileage for 2nd station.