

**KEY** **TV**

# All DayParts

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
12:00am - 06:00am : <b>Overnight</b>	DayPart	\$5	\$2	\$7	\$4	\$9	\$5	\$12	\$6	\$18	\$9	\$36	\$18	—	—
06:00am - 10:00am: <b>Morning</b>	DayPart	\$14	\$7	\$23	\$12	\$32	\$16	\$42	\$21	\$68	\$34	\$139	\$69	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	DayPart	\$14	\$7	\$23	\$12	\$32	\$16	\$42	\$21	\$68	\$34	\$139	\$69	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	DayPart	\$8	\$4	\$14	\$7	\$19	\$10	\$25	\$13	\$41	\$20	\$83	\$42	—	—
2:00pm - 4:00pm: <b>Afternoon</b>	DayPart	\$11	\$6	\$18	\$9	\$26	\$13	\$34	\$17	\$54	\$27	\$111	\$55	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	DayPart	\$19	\$9	\$28	\$14	\$36	\$18	\$46	\$23	\$73	\$37	\$144	\$72	—	—
8:00pm - 12:00am: <b>Prime</b>	DayPart	\$15	\$8	\$25	\$13	\$35	\$18	\$46	\$23	\$75	\$37	\$152	\$76	—	—
<b>ROS</b>	DayPart	\$10	\$5	\$16	\$8	\$22	\$11	\$29	\$15	\$48	\$24	\$97	\$49	—	—

# Kids

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
12:00pm - 2:00pm: <b>Mid-Day</b>	Avail	\$15	\$15	\$25	\$25	\$35	\$35	—	—	—	—	—	—	—	—

# Nightlife

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
12:00am - 06:00am : <b>Overnight</b>	Avail	\$10	\$5	\$14	\$7	\$18	\$9	\$23	\$12	\$37	\$18	\$72	\$36	—	—
12:00am - 06:00am : <b>Overnight</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$81	\$40
4:00pm - 8:00pm: <b>Early Prime</b>	Avail	\$19	\$9	\$28	\$14	\$36	\$18	\$46	\$23	\$73	\$37	\$144	\$72	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$141	\$64

*High Season: October 15<sup>th</sup> – May 31<sup>st</sup>*

# Local News

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
12:00am - 06:00am : <b>Overnight</b>	Adjacency	\$8	\$4	\$12	\$6	\$15	\$8	—	—	—	—	—	—	—	—
12:00am - 06:00am : <b>Overnight</b>	Avail	\$14	\$7	—	—	—	—	—	—	—	—	—	—	—	—
12:00am - 06:00am : <b>Overnight</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$10	\$5
12:00am - 06:00am : <b>Overnight</b>	Show	—	—	\$9	\$5	\$11	\$6	\$15	\$8	—	—	—	—	\$10	\$5
06:00am - 10:00am: <b>Morning</b>	Adjacency	\$24	\$12	\$39	\$20	\$54	\$27	—	—	—	—	—	—	—	—
06:00am - 10:00am: <b>Morning</b>	Avail	\$40	\$21	—	—	—	—	—	—	—	—	—	—	—	—
06:00am - 10:00am: <b>Morning</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$30	\$15
06:00am - 10:00am: <b>Morning</b>	Show	—	—	\$29	\$15	\$40	\$20	\$53	\$26	—	—	—	—	\$30	\$15
10:00am - 12:00pm: <b>Mid-Morning</b>	Adjacency	\$24	\$12	\$39	\$20	\$54	\$27	—	—	—	—	—	—	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	Avail	\$40	\$21	—	—	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$30	\$15
10:00am - 12:00pm: <b>Mid-Morning</b>	Show	—	—	\$29	\$15	\$40	\$20	\$53	\$26	—	—	—	—	\$30	\$15
12:00pm - 2:00pm: <b>Mid-Day</b>	Adjacency	\$14	\$7	\$23	\$12	\$33	\$16	—	—	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Avail	\$24	\$12	—	—	—	—	—	—	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$18	\$9
12:00pm - 2:00pm: <b>Mid-Day</b>	Show	—	—	\$18	\$9	\$24	\$13	\$31	\$16	—	—	—	—	\$18	\$9
2:00pm - 4:00pm: <b>Afternoon</b>	Adjacency	\$19	\$10	\$31	\$16	\$44	\$22	—	—	—	—	—	—	—	—
2:00pm - 4:00pm: <b>Afternoon</b>	Avail	\$32	\$17	—	—	—	—	—	—	—	—	—	—	—	—
2:00pm - 4:00pm: <b>Afternoon</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$24	\$13
2:00pm - 4:00pm: <b>Afternoon</b>	Show	—	—	\$23	\$11	\$33	\$16	\$43	\$21	—	—	—	—	\$24	\$13
4:00pm - 8:00pm: <b>Early Prime</b>	Adjacency	\$32	\$15	\$48	\$24	\$61	\$31	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Avail	\$55	\$26	—	—	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$40	\$19
4:00pm - 8:00pm: <b>Early Prime</b>	Show	—	—	\$35	\$18	\$45	\$23	\$58	\$29	—	—	—	—	\$40	\$19
8:00pm - 12:00am: <b>Prime</b>	Adjacency	\$26	\$13	\$43	\$22	\$60	\$30	—	—	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Avail	\$45	\$23	—	—	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$33	\$16
8:00pm - 12:00am: <b>Prime</b>	Show	—	—	\$31	\$16	\$44	\$23	\$58	\$29	—	—	—	—	\$33	\$16
<b>ROS</b>	Avail	\$13	\$6	—	—	—	—	—	—	—	—	—	—	—	—
<b>ROS</b>	Show	—	—	\$20	\$10	\$28	\$14	\$36	\$19	—	—	—	—	—	—

*High Season: October 15<sup>th</sup> – May 31<sup>st</sup>*

# Top 5

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
10:00am - 12:00pm: <b>Mid-Morning</b>	Adjacency	\$17	\$10	\$26	\$15	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	Avail	\$15	\$9	\$23	\$13	—	—	—	—	—	—	—	—	—	—
10:00am - 12:00pm: <b>Mid-Morning</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$51	\$30
4:00pm - 8:00pm: <b>Early Prime</b>	Adjacency	\$22	\$12	\$31	\$17	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Avail	\$20	\$11	\$28	\$15	—	—	—	—	—	—	—	—	—	—
4:00pm - 8:00pm: <b>Early Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$66	\$36
8:00pm - 12:00am: <b>Prime</b>	Adjacency	\$18	\$11	\$28	\$16	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Avail	\$17	\$10	\$25	\$14	—	—	—	—	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$54	\$33

# Destination Travel Key West

DayPart	Buy Type	:30 High	:30 Low	:60 High	:60 Low	1:30 High	1:30 Low	2:00 High	2:00 Low	3:00 High	3:00 Low	5:00 High	5:00 Low	Sponsorship Billboard :05 High	Sponsorship Billboard :05 Low
06:00am - 10:00am: <b>Morning</b>	Adjacency	\$9	\$9	\$18	\$18	\$22	\$22	\$44	\$44	—	—	—	—	—	—
06:00am - 10:00am: <b>Morning</b>	Avail	\$9	\$9	\$18	\$18	\$22	\$22	\$44	\$44	—	—	—	—	—	—
06:00am - 10:00am: <b>Morning</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$100	\$100
06:00am - 10:00am: <b>Morning</b>	Show	—	—	—	—	\$22	\$22	\$44	\$44	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Adjacency	\$5	\$5	\$10	\$10	\$15	\$15	\$30	\$30	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Avail	\$5	\$5	\$10	\$10	\$15	\$15	\$30	\$30	—	—	—	—	—	—
12:00pm - 2:00pm: <b>Mid-Day</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$50	\$50
12:00pm - 2:00pm: <b>Mid-Day</b>	Show	—	—	—	—	\$15	\$15	\$30	\$30	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Adjacency	\$12	\$12	\$24	\$24	\$48	\$48	\$99	\$99	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Avail	\$12	\$12	\$24	\$24	\$48	\$48	\$99	\$99	—	—	—	—	—	—
8:00pm - 12:00am: <b>Prime</b>	Sponsorship	—	—	—	—	—	—	—	—	—	—	—	—	\$100	\$100
8:00pm - 12:00am: <b>Prime</b>	Show	—	—	—	—	\$48	\$48	\$99	\$99	—	—	—	—	—	—

*High Season: October 15<sup>th</sup> – May 31<sup>st</sup>*