



## UNDERWRITING FEE SCHEDULE

**Government Underwriting** - :15, :30, and :60 second spots that run before and after all televised City of Prescott government meetings. Government meetings currently televised are: Prescott City Council, Prescott Planning & Zoning, Preservation Commission and Board of Adjustment. Government Underwriting spots can average up to 80 plays per month. All Underwriters will receive a report at the end of each month listing the day, date and number of times their spot aired.

### Annual Government Underwriting Rates

All spots run for an entire year and production costs are included.  
All annual contracts paid in full up front will receive at 10% discount.

:15 second	- \$825 or 68.75 monthly	\$742.50 if paid in full
:30 second	- \$1,650 or 137.50 monthly	\$1485.00 if paid in full
:60 second	- \$3,300 or \$275.00 monthly	\$2970.00 if paid in full

**Annual Run of Schedule Underwriting** - All :30 second spots run for an entire year and production costs are included. Run of Schedule spots are played in Prescott, Prescott Valley and Dewey-Humboldt. Please add 5% if requesting all prime time (5pm – 12am). All Underwriters will receive a report at the end of each month listing the day, date and number of times their spot aired.

<u>Annual Rate</u>	<u>Monthly Payment</u>	<u>Frequency</u>
\$600	\$50	5 times per week, 20 per month
\$1200	\$100	10 times per week, 40 times per month
\$1800	\$150	15 times per week, 60 times per month
\$2400	\$200	20 times per week, 80 times per month
\$3000	\$250	25 times per week, 100 times per month

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Authorized Signature for Underwriter                                  Date

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Authorized Signature for PCAC, Inc.    Date