

Seguin Radio KWED AM 1580

We reach out 35 miles in all directions from Seguin. We've been serving thousands of listeners since 1948.

Spot Lengths: 30 or 60 seconds
 Spot Days: Mondays through Sundays
 Spot Times: 6am to 10pm /
 Prime Time: M-F 6 to 9 a.m.; noon to 1 p.m.; 5 to 6 p.m.; Sat. 6 a.m. to 6 p.m.

1 to 24, 30 sec. spots: \$27 each / Prime Time add \$10 each / Sponsorship add \$20 each
 25 or more, 30 sec. spots: \$12 each / Prime Time add \$5 each / Sponsorship add \$10 each
 1 to 24, 60 sec. spots: \$30 each / Prime Time add \$10 each / Sponsorship add \$20 each
 25 or more 60 sec. spots: \$15 each / Prime Time add \$5 each / Sponsorship add \$10 each

seguintoday.com

Folks listen to Seguin Radio KWED AM 1580 live, read current local news & information.

Ad display sizes: 728X90 pixels, 300 x 250 pixels

Rates:

728X90 pixels \$300 top home page; \$200 top all other pages; and \$100 bottom of run-of-site

300 x 250 pixels \$300 top home page; and \$200 top all other pages

The KWED Seguin Daily News

3,500 FREE copies are delivered weekdays to over 200 locations in Seguin, Geronimo, McQueeney and Marion

Rates quoted are for B&W / for Color add 20%

Ad Name	Size	Less than 8 weeks # of days per week			8 weeks or more # of days per week		
		<u>5</u>	<u>3</u>	<u>1</u>	<u>5</u>	<u>3</u>	<u>1</u>
Full Page	10.5" x 9.75"	\$630	\$473	\$192	\$485	\$362	\$148
1/2 page	10.5" x 4.88"	\$475	\$356	\$145	\$330	\$248	\$102
1/4 page	5.25" x 4.88"	\$330	\$251	\$103	\$185	\$140	\$ 58
1/8 page	5/25" x 2.44"	\$180	\$137	\$ 58	\$120	\$92	\$ 39

Specialty Locations: Front Page / Top - \$195/wk
Specialty Locations: Back Page / Outside +\$25 per day

Front Page / Bottom - \$92/wk
 Back Page / Inside +\$10 per day

Insert Rates: \$275 - Client provides 3,500 inserts

Inserts are needed at the KWED studios, 609 East Court Street, Seguin ~ at least 48 hours before the insertion date

LED Message Center

An average of 9,700 vehicles pass our sign on East Court Street, every. day. (TxDOT Traffic Count - 2005)

Message Length: 10 seconds per exposure / 5 panels @ 2 seconds each

Message Exposure: 12 exposures per hour / 19 hours per day / 7 days per week

Rates:

1,596 messages (minimum) over 7 consecutive days	\$ 50
6,384 messages (minimum) over 30 consecutive days	\$175
20,748 messages (minimum) over 90 consecutive days	\$400

Rates are current as of **January 1, 2015**. Rates published are **NET TO STATION / PUBLICATION**. Rates published are for information only and their publication does not constitute an offer. Rates are subject to withdrawal or revision at any time by Seguin Radio KWED AM 1580 / seguintoday.com and the KWED Seguin Daily News.