



609 East Court Street, Seguin, Texas 78155 | 830-379-2234 | [www.seguintoday.com](http://www.seguintoday.com)

## RADIO ADVERTISING RATES

PRIME TIME	60 sec.	30 sec.	15 sec.	Also Considered to be “Drive Time Hours”
6a-9a	\$26	\$21	\$16	
12p-1p				
5p-6p				

NEWSCAST SPONSORSHIP	60 sec.	30 sec.	15 sec.	Limited Sponsorships Available!
AM Newscast 6a-9a	\$31	\$26	Not Available	
Mid Day Newscast 12p-1p				
PM Newscast 5p-6p				

REGULAR TIME	60 sec.	30 sec.	15.sec.	
Morning 9a-12p	\$21	\$16	\$11	
Afternoon 1p-5p				

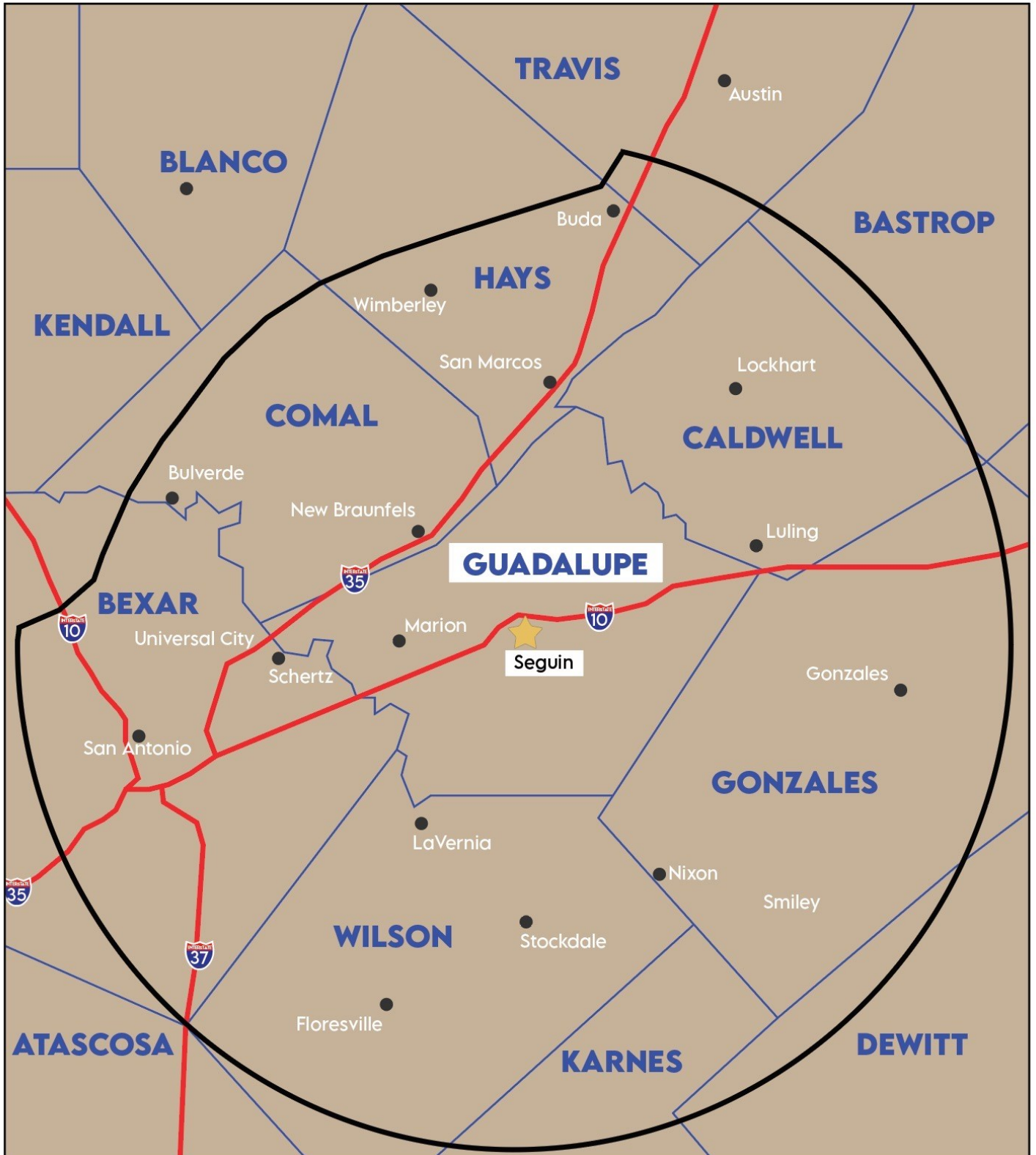
SPORTS BROADCASTS	60 sec.	30 sec.	15.sec.	Includes 2 spots in each round ball game, and 4 spots in each football game.
Round Ball	Not Available	\$50/game	Not Available	
Football		\$95/game		

- Our Radio reach is 35 miles in all directions from our tower in Seguin.
- All of our campaigns are customized to the unique needs of your business.
- Spot turnaround time is approximately 2 business days once script is approved.
- We recommend running between 4-6 spots per day for an effective campaign.
- Cancellation: 7 days notice in advance.

\*ALL PRICING ABOVE IS NET TO STATION RATES



609 East Court Street, Seguin, Texas 78155 | 830-379-2234 | [www.seguintoday.com](http://www.seguintoday.com)





609 East Court Street, Seguin, Texas 78155 | 830-379-2234 | [www.seguintoday.com](http://www.seguintoday.com)

## KWED WEEKDAY SCHEDULE

### **5:00 to 6:00 a.m. : AMERICA IN THE MORNING**

National news, local weather, sports and more anchored by John Trout and produced by Westwood One.

### **6:00 to 9:00 a.m. : NEWS, WEATHER, FARM REPORT, SPORTS**

By Darren Dunn, the most complete reports of local news and information for our coverage area, featuring reports of local agricultural news at 6:15 a.m. weekdays. Local weather each hour at :10, :20, :40, and :50; local sports each hour at :20 and :45 by Chris Austin. Special birthday and anniversary announcements at 8:25 a.m.

### **9:00 a.m. to Noon : KWED COUNTRY MUSIC**

Country favorites, plus top-of-each-hour local and national news and weather.

### **Noon to 12:40 p.m. : NEWS, WEATHER, FARM REPORT**

By Cindy Aguirre, Linda Duncan or Jarred Kindles. A complete mid-day report of local and national news and weather, featuring the Texas Farm Bureau's Focus on Agriculture news and market updates, plus more with Down on the Farms Lary Marble.

### **12:40 p.m. to 1:00 p.m. : KWED TRADING POST**

By Linda Duncan or Jarred Kindles The original on-air Buy, Sell, Trade program featuring free listener participation.

### **1:00 p.m. to 5:00 p.m. : KWED COUNTRY MUSIC**

Country favorites, plus top-of-each-hour local and national news and weather.

### **5:00 p.m. to 6:00 p.m. : NEWS, WEATHER SPORTS**

By Jarred Kindles, a complete wrap up of local and national news, weather and sports information including the stock market and consumer updates.

### **6:00 p.m. to Midnight : KWED COUNTRY MUSIC**

Country favorites, plus top-of-each-hour local and national news and weather.

### **Midnight to 5:00 a.m. : AFTER MIDNITE W/CMT'S CODY ALAN**

Your favorite country songs and a whole lot of overnight fun with Cody Alan for Country Music Television.