

KWCC-LD / KNEE-LD / KCEM-LD

Wenatchee, Washington
Chelan, Washington
Leavenworth, Washington
Quincy, Washington
Moses Lake, Washington
And all points in between...

M
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K
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T



Wenatchee / East Wenatchee, WA



Chelan, WA



Entiat, WA



Cashmere, WA



Leavenworth, WA



Quincy/Crescent Bar, WA

**Wenatchee Valley
Community TV**

Studio Location:
205 First Street
Wenatchee, WA 98801

Mailing Address:
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E-Mail Audio Spots to:
production@kwccv.com

PSA Announcements
psa@kwccv.com

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OTHER MEDIA IS PROHIBITED.**

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About Us

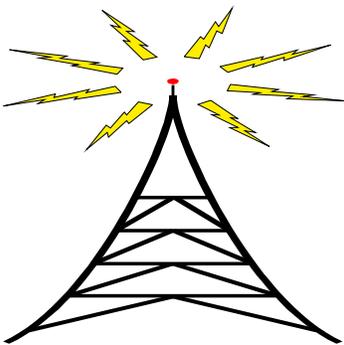
Wenatchee Valley Community Television would like to thank you for giving us the opportunity to show you exactly what we can do for you. Our primary "Mission" is to provide you the most exposure for the least cost.

Since 1989 we have been here for you by keeping the channels of communications open between you and the public. We have grown each year just as our clients have grown and have expanded to other communities.

We are a locally owned, community supported operation.

KWCC proudly promotes local businesses, local events, local sports, local real-estate, public service announcements, public affairs, tourism and traditional values.

KWCC presents you with a unique opportunity to get your message to the public, with the POWER of TELEVISION, often called the "KING" of advertising media.



Distribution of KWCC

Direct Over The Air channels 05, 06,09,10,11,12,13, 16, 47
Charter Communications Cable TV Channel-19
Chelan County Fiber to Home TV Channel 12
Apple Valley TV Translator Network in smaller towns
Streaming audio and video on the World Wide Web



Television vs Radio & Newspaper Advertising

For over 50 years, television advertising has been and continues to be the most efficient form of mass media. Television advertising provides the benefit of combining sight, sound, color, and action to an actively engaged audience. Virtually every business can afford to put the power of television to work for them. Television advertising will help your business drive sales and build your brand recognition. Costing less than 2 cents per household that the advertising reaches, local broadcast television advertising is the least expensive advertising for businesses of all sizes.

Local Broadcast Television- With targeted television advertising programs, we can reach your current and potential customers for a cost less than 2 cents per household. This allows for demographic targeting based on specific program audience ratings provided by Nielsen Ratings giving you information on who is watching and when they are watching. Television provides the power of video with the accountability of the Nielsen Ratings. Your television advertising message in Wenatchee and surrounding areas is seen over the air, in households with cable, in homes with fiber TV and over the web.

Local Cable Television – Limited to specific cable systems with limited viewing as they can only sell some of the stations and networks they offer to viewers. The bulk of viewing on cable is to Local Broadcast Television stations. Local cable television advertising is a very expensive option as their cost is 8 to 16 cents per household reached, whereas local television advertising costs less than 2 cents per household reached. Further, cable's audience is highly fragmented. If you invest in Local Broadcast Television, like KWCC, your commercials are seen over the air, on cable and fiber systems serving the market. One common misconception cable television advertisers have is that they believe by buying cable they will get commercials on the local broadcast television stations like KWCC, CBS, ABC, NBC, FOX and PBS. The only way to get your commercials into local broadcast programs is by advertising on KWCC, The Wenatchee Community Channel.

Newspaper Advertising – Newspapers have experienced double digit declines in circulation and readership annually for the past 5+ years. The primary driver of these declines is the fact that consumers get their primary news and information from broadcast television and the Internet. Many newspapers have transferred their classified and display advertising to websites, but have no method of promoting these websites other than through their newspaper advertising. With the amount of households reached with newspaper advertising versus television advertising, television advertising is the smarter option and most cost efficient.

Radio Advertising – With the fragmentation of formats and introduction of satellite radio and the proliferation of cell phone use while driving, radio has declined dramatically as a broad reaching vehicle for advertisers. Radio provides a background to other activities like driving, working, etc. In terms of cost, radio advertising is many times more expensive per listener and spot than television advertising.

The Power of Television to Reach Your Customers

	% reached	Time Spent (hours)	Share
Television	90	4.41	62%
Newspaper	40	0.48	5%
Radio	70	2.09	21%
Magazines	51	0.27	2%
Internet	60	1.42	10%
Totals		8.67hrs	100%

ADI Market 12. KWCC-TV share is 3.4% based on Galaxy Explorer
(This means that an average of 5400 people watch us daily)

With targeted television advertising programs in Wenatchee and surrounding areas, KWCC, The Wenatchee Community Channel can reach your current and potential customers for a cost less than 2 cents per household the television advertising reaches. This allows for demographic targeting based on specific program audience ratings provided by Nielsen Ratings giving you information on who is watching and when they are watching.

The household information is based upon 75,000 + homes reached within KWCC-TV broadcast contour / 160,000+ persons per 2010 census
Published and used with permission March 2010

Ten Reasons to Advertise on KWCC-TV

1-Advertise to Reach New Customers.

Your market changes constantly. New families in the area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now. Remember... 20% of families will move this year, 5 million people will be married and 4 million babies will be born*. * National Center for Health Statistics

2- Advertise Continuously.

Shoppers don't have the store loyalty they once did. You must advertise to keep pace with your competition. The National Retail Merchants Association states: "Mobility and non-loyalty are rampant. Stores must promote to get former customers to return and to seek new ones.

3- Advertise to Remain With Shoppers Through the Buying Process.

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they ultimately decide to buy.

4- Advertise Because Your Competition is Advertising.

There are only so many consumers in the market who are ready to buy at any one time. You'll need to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers or you will lose them to the more aggressive competitors.

5- Advertise Because it Pays Off Over a Long Period.

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found... Advertisers who maintain or expand advertising over a five year period see their sales increase an average of 100%. Companies, which cut advertising, averaged sales decreases of 45%.

6- Advertise to Generate Store Traffic.

Continuous store traffic is the first step toward sales increases and expanding your base of shoppers. The more people who come into the store, the more possibilities you have to make sales and sell additional merchandise. For every 100 items that shoppers plan to buy, they make 30 unanticipated "in the store" purchases, an NRMA survey shows.

7- Advertise to Make More Sales.

Advertising works! Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful.

8- Advertise Because There is Always Business to Generate.

Your doors are open. Salespeople are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate customers now... and in the future.

9- Advertise to Keep a Healthy Positive Image.

In a competitive market, rumors and bad news travel fast. Advertising corrects misleading gossip, punctures "overstated" bad news. Advertising that is vigorous and positive can bring shoppers into the marketplace, regardless of the economy.

10- Advertise to Maintain Employee Morale.

When advertising and promotion are suddenly cut or canceled, salespeople may become alarmed and demoralized. They may start false rumors in an honest belief that your business is in trouble. Positive advertising boosts morale. It gives your staff strong additional support.

KWCC Connects You with our Community

KWCC, The Wenatchee Community Channel, helps your business & community connect.

KWCC connects you with our loyal viewers, identifies your firm as a Community supporter, and acknowledges your support with high frequency and a valley-wide reach.

KWCC viewers care about their community. They care about sustaining its spirit, its values, and its unique character. They also care about their community television station. The second in the nation and the first west of the Rocky Mountains. The channel that is devoted entirely to them, their ideas, their passions, and their lives here in the greater Wenatchee Valley.

Viewers value your contribution to a cherished community asset. KWCC is relevant, informative, empowering television created and programmed by the community itself. As KWCC is a reflection of the community, your message similarly reflects a commitment to the community.

Locals know they will find in-depth discussions of local issues; local service, local sports, local events, non-profit and event information... along with the totally Unexpected.

Part-time residents watch to connect with the locals.

Visitors watch KWCC because they've never seen anything like it and want to know what's happening and places to go and what to do while visiting. KWCC offers them a connection to the whole community.

KWCC is a cost effective media.

Compare our reach and cost with any other media and you will be surprised with what we can do for you. Take a look at our various options and let KWCC host your affordable television message. We look forward to working with you to accomplish your media goals while broadcasting your community support.

“Advertising is an investment in your business's future”

Television combines the use of sight, color, sound and motion... and it works. TV has proven it's persuasive power in influencing human behavior time and time again.

- 1- Advertising on television can give your product or service instant validity and prominence.
- 2- Television offers the greatest possibility for creative advertising. You can take your audience anywhere and show them almost anything.
- 3- Since there are fewer television stations than radio stations in a given area, each television audience is divided into much larger segments, which enables you to reach a larger, yet more diverse audience.

Mission Statement

“To protect and nurture channels of open communication for the citizens of the Wenatchee Valley.”

To provide the citizens of Chelan and Douglas Counties the best and most efficient services possible that protect and enhance the quality of life through planning, visionary leadership and dedicated directors and members.

Realizing that the strength of our mission lies in the commitment to the following values we believe in:

Pride in our work, in our dedication to community service, and in being the best we can be.

Honesty in all our actions with employees, directors, members and public.

Participation by the communities we serve, citizens, members and team members in setting and attaining the community goals.

Innovation in meeting the present and future needs of the communities served.

Loyalty to our community, to this organization and to each team member.

Respect for, and belief in, individual differences and the worth of every person.



Picture of Wenatchee and East Wenatchee, Washington

Meet The KWCC Viewer: *

62% Watch KWCC regularly (every week)
53% Female 47% Male
53% Between the age of 35 and 54
52% Earn over \$40,000 yr ; 36% earn over \$50,000 yr
69% College degree; 32% post-graduate study
64% Married; 15% never married
37% Have children at home;
51% Have lived in the valley for 6 + years
82% Own a home in the Wenatchee Valley;
90% Of those, it's their primary residence;
84% Are registered to vote in Washington
63% Follow politics and government actions "all the time"
*From a Talmey-Drake Research & Strategy Survey, March 2010

Distribution:

20,000+ Local Cable Households by Charter Communications
10,000+ Local Fiber Households by Fiber (Chelan County Fiber)
Broadcast Over The Air (Chelan, Douglas, Grant, Kittitas, Adams, Franklin Counties)
Broadcast over Apple Valley TV translator system
160,000 possible viewers based upon 2010 census within our contour.
Live web streaming on www.kwcc.tv

Sponsorship of KWCC

What is it?

Sponsorship or financial support of KWCC and its programming.
KWCC likes to recognize its supporters by offering message opportunities. These are positive promotional messages that let the viewers know you support KWCC, the community and event. Think of it more like a public relations message than an ad.

Content page for all the information you can include in your message:

Video with audio and graphics

Product placement

Picture/logo and audio

Event sponsorship

Mention by a show host

What will it do for me?

It will broadcast a positive promotional message to thousands of local viewers. It offers your business an undiscovered addition to your marketing mix.

Station Sponsorship

What is it?

As a station sponsor your message will reach all KWCC viewers.

Message Content

KWCC viewers like to see who is supporting the community through messages.

You Can Have:

Logo

Still photos

Video of a business location or service activity

Contact information, location, phone number, and website

Established business slogan or tag line –

“One Name, One Team, One Focus, ...You” – Chaffin & Light

A business purpose –

“To deliver extraordinary healthcare in an environment of excellence, compassion, and trust.”

Objective substantiated fact about your business-

“We carry K2 skis”

Approved Examples

“The XXXX Show is brought to you in part by Hair Brainz. Hair Brainz is located on Mission Street in Downtown Wenatchee Their phone number is 663-XXXX.”

“Jake’s Journal is presented by Cracks and Racks, Cracks and Racks supports the Susan G. Koman Foundation.”

You Cannot Have:

A call to action E.g. “Come over to see our selection!”

Price or value information E.g. “For only \$9.99 but a \$23.45 value”

Unsubstantiated superlative descriptions or qualitative claims – E.g.

“the strongest building ever built”

Direct comparisons with other companies, their products and services

All verbal information must be factual

Not Approved Examples

“Call Chip at 663- XXXX down at Zebra’s Paintings for the lowest prices in the valley, even lower than Lowe’s”

“Wendy from PreTent would like you to check out her website at wendy@preTent.com”

Local Sports KWCC broadcasts “LIVE”:

Every season KWCC goes on-location to bring our viewers important action from the playing fields. Listed below are a few of the on-location LIVE Sports Broadcasts:

Exclusive- Eastmont High School Sports
Exclusive- Wenatchee Valley College Sports
Exclusive- Wenatchee Valley Rams Football
Exclusive- Wenatchee Applesox Baseball
Cashmere “Bulldogs” Sports (select games)
State Championship games
Youth league games

Live Sports Sponsorships:

KWCC make these games and events possible for everyone to enjoy. Without contributors these events would only be available to the ticket holders. KWCC viewers have a deep appreciation for the sponsors who support their favorite sports.

One LIVE READ during event only, picture ad	\$75.00 month
One ad per game, picture ad, 10 outside audio spots.	\$200.00 month
Two ad’s per event, picture ad, 20 outside audio spots.	\$300.00 month
Three ad’s per event, picture ad, 30 outside audio spots.	\$400.00 month
Four ad’s per event, picture ad, 40 outside audio spots.	\$500.00 month

Sports Playoff’s:

1 ad per game, picture ad.	\$ 95.00 <u>per game</u>
2 ad’s per game, picture ad	\$120.00 <u>per game</u>
3 ad’s per game, picture ad	\$150.00 <u>per game</u>

Local “LIVE” Presentations & “Live” Events we air:

North Central Washington The Buzz - (Mon-Fri)
Earth and Sky Science Program - (Mon-Sun)
Local News Breaks - (Mon-Fri)
Local Weather Breaks - (Mon-Sun)
Pass Information and Road Conditions (Winter Months) - (Mon-Fri)
Apple Blossom Royalty Pageant - (February)
Miss East Cascades Pageant- (March)
Washington State Apple Blossom Youth Parade- (April)
Washington State Apple Blossom Grand Parade -(May)
Wenatchee Apple Sox Baseball - (June – August)
Fourth of July Celebration-Wenatchee (July)
Washington State Autumn Leaf Festival Parade- (September)
Parks & Rec Halloween Carnival (October)

North Central Washington The Buzz Daily Morning Show:

Mon-Fri 9AM-11AM & Mon-Fri 5PM-7PM**

1 ad per show, plus picture ad and 10 outside audio spots per month. \$200.00 month
Annual contract: \$1800 billed at \$150.00 per month (save \$600)

2 ad's per show, plus picture ad and 20 outside audio spots per month \$300.00 month
Annual contract: \$3000 billed at \$250 per month (save \$600)

3 ad's per show, plus picture ad and 30 outside audio spots per month. \$400.00 month
Annual contract: \$3600 billed at \$300 per month (save \$1200)

Add to an existing contract.

1 ad per show, plus picture ad and 10 outside audio spots per month \$150.00 month

** = unless pre-empted by LIVE sports or an event...time could be after or before said LIVE event.

Mr. K and Company (Ken Johannessen Show)

Mon-Fri 2PM-3PM ** & Mon-Fri 10PM-11PM**

1 ad per show, plus picture ad and 15 outside audio spots per month \$200.00 month
Annual contract: \$1800 billed at \$150.00 per month (save \$600)

** = unless pre-empted by LIVE sports or an event...time could be after or before said LIVE event.

Local Live "on location" Events Sponsorship:

One ad per event, picture ad, 10 outside audio spots. \$200.00 month
Annual contract: \$1800 billed at \$150.00 per month (save \$600)

Two ad's per event, picture ad, 20 outside audio spots. \$300.00 month
Annual contract: \$3000 billed at \$250 per month (save \$600)

Four ad's per event, picture ad, 40 outside audio spots(includes Playoff's) \$500.00 month
Annual contract: \$5400 billed at \$450 per month (save \$600)

LIVE-Applesox Baseball Sponsorship:

June 01 - August 31 KWCC-TV

One :30 ad per game minimum, picture ad, 30 outside audio spot \$450.00 month

Full Season Package \$1050 billed at \$350 per month (save \$300)

The “Everything” Sponsorship:

This package is the most affordable and provides the most exposure and is great for the budget minded. This package gives you a 2 or 1 ad’s per LIVE show and event that KWCC airs, 30 or 20 outside audio ad’s and picture ad. Your message would be placed in the The Buzz, Mr. K and Company, all sporting events **INCLUDING PLAYOFF’s**, and the other events that we air including news, weather and Earth & Sky. This sponsorship requires a one year commitment / agreement. Your ad can be updated accordingly throughout the term of the year with no additional production costs. The ad uses standard template form ad’s. If you desire a full video ad, than production schedule fee’s apply and are not included in this package.

This sponsorship is \$900 per month for 12 months at 2 spots per / 35 outside
Annual contract: \$8400 billed at \$700 per month (save \$2400)

This sponsorship is \$600 per month for 12 months at 1 spot per / 25 outside
Annual contract: \$6000 billed at \$500 per month (save \$1200)

Other Sponsorships: (includes picture ad)

News Sponsor.....(Mon-Fri.....5 days a week).....\$200.00 month
Annual contract: \$1800 billed at \$150.00 per month (save \$600)

Weather Sponsor.....(Mon-Sun7 days a week).....\$200.00 month
Annual contract: \$1800 billed at \$150.00 per month (save \$600)

Earth & Sky Sponsor.....(Mon-Sun7 days a week).....\$50.00 month
Annual contract: \$500 billed ONCE (save \$100)

Community Service Sponsor...(Mon-Sun7 days a week).....\$ 50.00 month
Annual contract: \$500 billed ONCE (save \$100)

Real-Estate Sponsorships: (updated **ONCE** per month)

Real-Estate Agency’s Listings (no audio ad’s)....\$200.00 per month (up to 12 home listings)

Annual contract: \$1800 billed at \$150.00 per month (save \$600)

Add....open house** listing to above home listing.....\$5.00 per listing/house

Add **one** listing agency audio spot (ROS).....30 spots per month....add..\$75.00 per month

Annual contract: \$600 billed at \$50.00 per month (save \$300)

****= due date for open house listing is TUESDAY of each week for airing of “open house listings Friday by 3pm, Saturday and Sunday.**

Run of Schedule (ROS)

KWCC will air a promotional ad related to your organization or business. The **ROS** provides your message with the most **exposure** with at least 20 airings a day. It's a cost effective way to inform the public about your own commercial events. You can provide information pages of general interest. It's a creative way to keep your name and brand in front of the community.

Costs of ROS Sponsorship:

Picture ad..(Multi-Frame and 25 audio ROS spots)..... \$ 100.00 month

Free Range Forum

What is it?

Free Range Forum (FRF) is the only community television bulletin board in our Valley. And like the free range it's wide open to everyone with information as:

Local non-profit information

Local non-profit Meeting or Event schedules open to the public / no fees.

These no cost options are only available for non-profits. We are here to serve non-profits and offer a cost effective media to get your messages out to the residents and visitors. Whether you are hosting a fundraising event, needing local support, or just letting the community know who you are, think of KWCC as your affordable media source.

The FRF is available for *local* non-profits for no cost if a guideline is followed:

Must be a Washington State based 501 c3 or c4 non-profit.

Frequency:

Your FRF message will appear at least 30 times per day.

FRF runs continuously throughout the day **except** during Live Presentations.

Your message is placed on the "Ticker" at the bottom of the screen...**FREE**

If your organization wishes to have a picture ad and/or audio message...KWCC will MATCH your **Run of Schedule (ROS)**

KWCC will air a promotional ad related to your organization.

The **ROS** provides your message with the most **exposure** with at least 24 airings a day. It's a cost effective way to inform the public about your own events or information. It's a creative way to keep your name and brand in front of the community.

Costs of FRF ROS Sponsorship:

Picture ad..(ONE Picture frame paid plus ONE Picture frame MATCH).... \$ 100.00 month

Picture ad..(Multi-Frame and 50 audio ROS spots)..... \$ 150.00 month

Airtime scheduling requires two week notice for preparation of ad's and station scheduling.

Getting Creative

Here at KWCC we have production options that are pre-constructed. For those of you who want to get funky and fresh in your writer message delivery we are your media. We encourage creative thoughts and ideas and would love to hear yours. Think outside the box and we will do what we can to accommodate your creative ideas.

Creative production message costs are based upon numerous factors. So, call and let us know what you're thinking and we'll get back to you with a rate and process of idea execution. Try us, get experimental and use TV.

Production Fees, Duplication & Scheduling Rates

Basic Production Fees:

On Location basic ad production/graphic design and editing.....\$35.00
This uses high-resolution stills and animations to deliver your message.

On-Location and Field Production, 1 Camera 4 hr Max Shoot:

No edit required \$600 (one master dvd)
Multi-camera shoot(3 camera max) with basic editing .. \$1,800 (one master dvd)
All shoots must be scheduled two weeks in advance, are subject to equipment and staff.

Editing:

Pinnacle / Adobe / Producer editor with operator per hr \$150

Duplication:

CD or DVD Duplication per copy \$10
Please call for bulk duplication services.
Shipping/handling per unit via US Mail \$5.00
Overnight/FedEx \$50.00

Regularly Scheduled Program Fees:

(Outside productions) per show/ **Monthly Rates are in bold**

Frequency / Length Standard 30 min / 60 min

1 airing per week	\$ 375	\$700
2 airings per week	\$ 775	\$1200
3 airings per week	\$ 1000	\$1500

Airtime scheduling requires two week notice for preparation of ad's and station scheduling.

KWCC reserves the right to adjust rates, review, and approve all programs.

KWCC reserves the right to refuse service to anyone.

KWCC Staff and Directors

Lonnie England- *Executive Manager/ Director/Engineer*

Lonnie has 25+ years experience in small market television station development, management, production, traffic, engineering and programming and includes the above as his daily duties. Lonnie originally built KWCC and put it on the air in December of 1989. lonnie@kwccvt.com

Sharlene Nimmo-England- *Executive Producer/ Director*

Sharlene comes to us with 10 plus years of digital graphic design and production knowledge. Among her daily duties and responsibilities, she is the station editor, field shoot director, producer, graphic artist/designer and production editor. Since Sharlene became Executive Producer, KWCC's annual program production has more than tripled making it one of the most prolific station operations in the nation. sharlene@kwccvt.com

Steve Oeck- *Marketing & Development/ Director*

Steve comes to us with 25 plus years of sales and sports-casting knowledge and is in charge of in house event planning, station marketing, sports scheduling and station sales and fundraising. Steve is also our sports-caster for EXCLUSIVE Eastmont Sports, Wenatchee Valley Collage Sports and Wenatchee Valley Rams. steve@kwccvt.com

John Nimmo- *Board Operator/ Director*

John is a retired man who volunteers his time for the love of local sports and events broadcasting. He is the one who assembles these live events together for airing. john@kwccvt.com

Johanna Malena- *News/Weather/PSA Producer/Director*

Johanna is our news, weather and community service director for KWCC-TV. Johanna has been a member of our Community most of her life. She's been enjoying being involved with our community through the different things she has helped out with through our TV station. psa@kwccvt.com

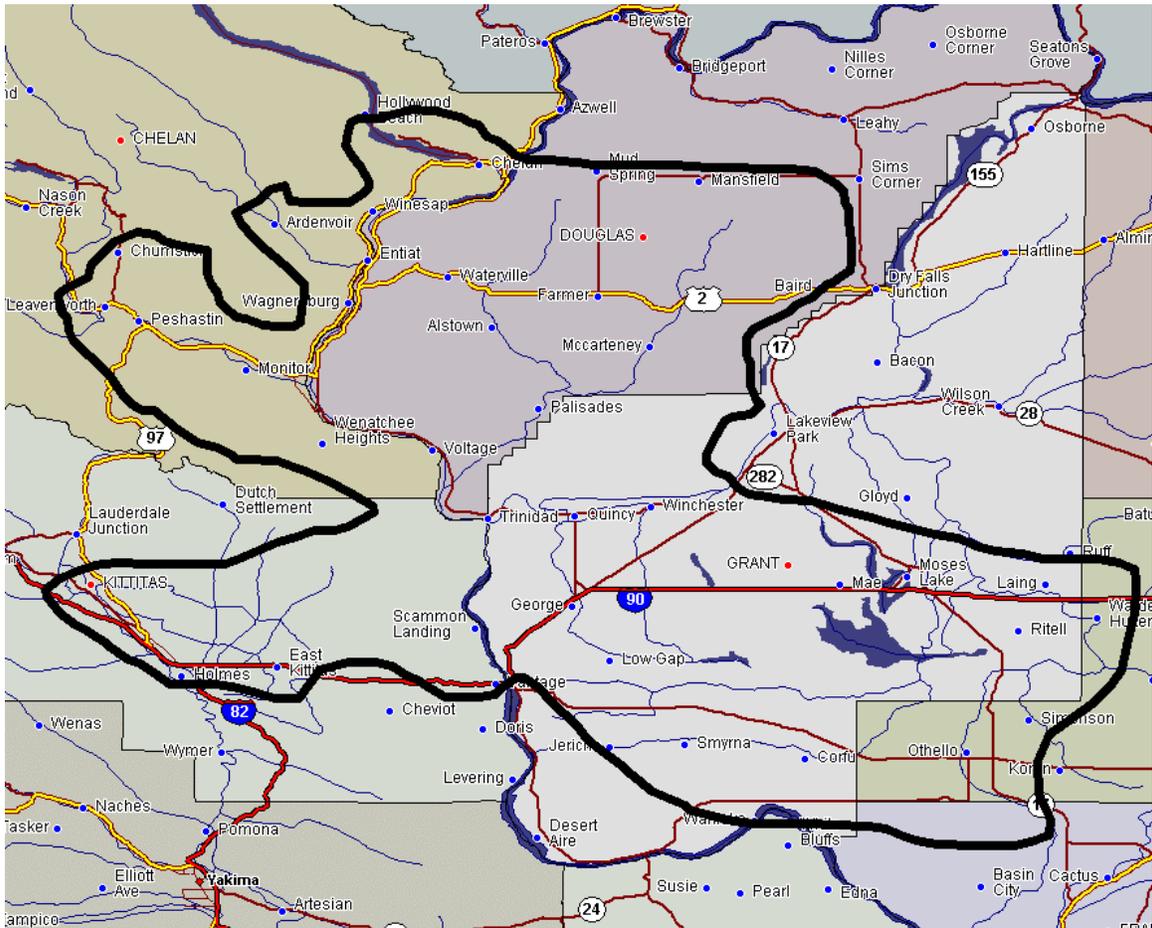
Other Directors:

William (Bill) Pratt
Buford Howell
Scott Waulters
Max (Mick) Tyrrell

Chris Hansen
Mike Peterson
Laura Herrera

“Our future ambitions include leading KWCC into the digital/High Definition era, helping to create and manage a world-class community broadcast center for KWCC and The Greater Wenatchee Valley.”

**KWCC / KCEM / KNEE/Apple Valley TV
BROADCAST CONTOUR**



The above contour includes the following distribution systems:

Over The Air Direct via antenna

Over the Air via Apple Valley Translator Network

Charter Communications Cable TV- Channel 19

Chelan County Fiber - LocalTel Channel 12

In Wenatchee, East Wenatchee and Baker Flats to Orondo TV Ch 6 / 87.7 FM

Plus as a bonus we stream on the web www.kwcc.tv

Credit Policy / Terms
Wenatchee Valley Community Television
205 First Street
Wenatchee, WA 98801
509-293-4403 office / 509-423-7491 fax

All advertisers are on a **net 20**. Payment **MUST** be made within 20 days of the invoice date. We reserve the right to charge a \$20.00 late charge per invoice beyond 30 days. Payment must be prompt or advertiser may be put on a cash basis for the remainder of their contract, (full payment in advance).

Invoices / Statements are mailed to the advertiser on an **end of flight basis**. End of flight basis means we do not bill the advertiser until KWCC has fulfilled it's obligations to the advertiser / terms of the broadcast agreement schedule for that month. Any questions about invoices / statements should be directed to Lonnie England lonnie@kwcc.tv or Steve Oeck steve@kwcc.tv

For action to be taken, discrepancies on the invoice / statement must be brought to the attention of KWCC within 30 days of the date of the invoice.

NSF FEE'S = FACE VALUE OF CHECK OR \$35, WHICHEVER IS LESS.

In the event of default in payment from the advertiser, the advertiser agrees that Wenatchee Valley Community TV / KWCC will choose the venue for bringing suit against the advertiser and advertiser agrees to pay **ALL** the costs of collection, including but not limited to, attorney fees, and court fees.

We use the standard calendar month for billing **NOT** the broadcast calendar. It is our goal to keep advertising cost **DOWN** for our clients and make billing so much easier for everyone.

Cancel of Broadcast Agreement/Sponsorship: Cancellation of sponsorship agreement/broadcast airtime agreement must be done within the first 120 hours (five days) of the start date of the agreement. (Production fee's & may still apply)

KWCC reserves the right to adjust rates, review, and approve all programs.
KWCC reserves the right to refuse service to anyone.

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