



MURRAY ELECTRIC SYSTEM

Video Services

401 Olive Street, Murray, KY 42071

(270) 762-1712

Contract Rates for Murray Electric System (prices for individual airings of :30 television spots)

Effective June 7, 2006

Contract Length: 1 month or less

Spot Price: \$3.00

Bonus Spots: %15 of total paid spots

Contract Length: More than 1 month, less than 1 year

Spot Price: \$2.50

Bonus Spots: %25 of total paid spots

Contract Length: Annual

Spot Price: \$2.00

Bonus Spots: %50 of total paid spots

Available channels for ad insertion:

CNN, TBS, TNT, ESPN, A&E, USA, Lifetime

Production Charge:

If Murray Electric System produces your commercial, there will be a \$100 production fee applied for each commercial produced. This production fee covers 1 hour of pre-production work, 2 hours of production work, and 2 hours of pre-production work, or five hours total work on the commercial, split between these areas. Additional time beyond this will be billed per hour.

* "Bonus Spots" refers to unused airtime that Murray Electric System has available on its ad insertion networks. If available, we are always willing to give businesses several free bonus spots during the duration of their contract; these free spots may not replace paid spots, but are an addition to the paid airtime. These free spots will be placed on the air at Murray Electric System's discretion, based on times and channels available.

* Upon payment of production cost, the customer shall receive a personal copy of the commercial that may or may not contain a small Murray Electric watermark. This watermark will not be placed on copies sent to other cable providers or network affiliates.

*These rates are revised annually, and are subject to change.

