



March 2018

To Whom It May Concern:

Please let this letter serve as an explanation of the classes of time available for purchase on KUSA-TV.

**Classes of Time: Availabilities**

Our advertising rates are negotiated and established based on supply and demand. The rates vary within and among each class of time and due to overall market conditions/ advertiser demand at the time the order is placed.

As the demand for inventory changes, our rates are adjusted to reflect the demand in our market for each class of our available inventory as is our standard commercial practice.

Candidates can contact the station to learn more about this or for our current rate card.

Priority Codes used by KUSA-TV:

P03-PB: Regular Core Advertiser

P04-GB: Regular Core Advertiser

P05-SB: Rotational Advertiser

Questions regarding political advertising should be directed towards:

Juilee Clark, Sales Manager  
(303) 871-1763

Steve Carter, President and General Manager  
(303) 871-1885

**THIS POLICY IS SUBJECT TO CHANGE.**