



**Tulsa Rate Card**  
Revised 8/4/11  
Spot Delivery Available by DG/Fast Channel



| Day                              | Time                      | Program Name  | Rates                             |                                   |
|----------------------------------|---------------------------|---|-----------------------------------|-----------------------------------|
|                                  |                           |   | 1 <sup>st</sup> / 3 <sup>rd</sup> | 2 <sup>nd</sup> / 4 <sup>th</sup> |
| <b>EARLY MORNING</b>             |                           |   |                                   |                                   |
| M-Su                             | 5:00 – 6:00 am            | Tu Desayuno Alegre / Your Happy Breakfast (news/talk/music)         | \$30                              | \$40                              |
| M-F                              | 6:00 – 9:00 am            | Despierta America / Wake Up America (news/talk/variety)             | \$75                              | \$100                             |
| M-F                              | 6:24 am, 7:24 am, 8:24 am | <b>Despierta Oklahoma / Wake Up Oklahoma</b> (local news)           | \$100                             | \$150                             |
| <b>DAYTIME</b>                   |                           |   |                                   |                                   |
| M-F                              | 9:00 – 10:00 am           | Quien Tiene la Razon? / Who Has Reason? (talk show)                 | \$35                              | \$45                              |
| M-F                              | 10:00 – 11:00 am          | Casos de Familia / Family Cases (talk show)                         | \$35                              | \$45                              |
| M-F                              | 11:00 am – 12:00 pm       | Como Dice El Dicho / How The Saying Goes (drama)                    | \$35                              | \$45                              |
| M-F                              | 12:00 – 2:00 pm           | Rafaela (soap)  | \$40                              | \$50                              |
| M-F                              | 2:00 – 3:00 pm            | Zacatillo / A New Beginning (soap)                                  | \$50                              | \$65                              |
| <b>EARLY FRINGE / EARLY NEWS</b> |                           |   |                                   |                                   |
| M-F                              | 3:00 – 4:00 pm            | El Gordo y la Flaca / Fat Man & Skinny Woman (entertainment)        | \$75                              | \$100                             |
| M-F                              | 4:00 – 5:00 pm            | Primer Impacto / First Impact (news magazine)                       | \$75                              | \$100                             |
| M-F                              | 5:00 – 5:30 pm            | <b>Acción Oklahoma / Action Oklahoma</b> (local news)               | \$100                             | \$150                             |
| M-F                              | 5:30 – 6:00 pm            | Noticiero Univision / Univision News (news)                         | \$125                             | \$175                             |
| <b>PRIME</b>                     |                           |   |                                   |                                   |
| M-F                              | 6:00 – 7:00 pm            | Cuando me Enamoro / When I Fall In Love (soap)                      | \$150                             | \$200                             |
| M-F                              | 7:00 – 8:00 pm            | Teresa (soap)   | \$175                             | \$225                             |
| M-F                              | 8:00 – 9:00 pm            | La Fuerza del Destino / The Power of Destiny (soap)                 | \$200                             | \$250                             |
| Mon                              | 9:00 – 10:00 pm           | Don Francisco Presenta (talk show)                                  | \$225                             | \$275                             |
| Tue                              | 9:00 – 10:00 pm           | Aqui y Ahora / Here & Now (news magazine)                           | \$225                             | \$275                             |
| Wed                              | 9:00 – 10:00 pm           | La Rosa de Guadalupe / The Rose of Guadalupe (miracles)             | \$225                             | \$275                             |
| Thu                              | 9:00 – 10:00 pm           | El Equipo / The Team (drama)  | \$200                             | \$250                             |
| Fri                              | 9:00 – 10:00 pm           | La Rosa de Guadalupe / The Rose of Guadalupe (miracles)             | \$175                             | \$225                             |
| Sat                              | 6:00 – 7:00 pm            | Como Dice El Dicho / Like The Saying Goes (drama)                   | \$175                             | \$225                             |
| Sat                              | 7:00 – 10:00 pm           | Sabado Gigante / Giant Saturday (game/variety)                      | \$225                             | \$275                             |
| Sun                              | 6:00 – 7:00 pm            | La Rosa de Guadalupe / The Rose of Guadalupe (miracles)             | \$175                             | \$225                             |
| Sun                              | 7:00 – 9:00 pm            | Pequeños Gigantes / Little Giants (reality)                         | \$250                             | \$300                             |
| Sun                              | 9:00 – 10:00 pm           | Sal y Pimienta / Salt and Pepper (entertainment magazine)           | \$225                             | \$275                             |
| <b>LATE NEWS</b>                 |                           |   |                                   |                                   |
| M-F                              | 10:00 – 10:30 pm          | <b>Acción Oklahoma / Action Oklahoma</b> (local news)               | \$150                             | \$200                             |
| Sat                              | 10:00 – 10:30 pm          | Primer Impacto Extra / First Impact Extra (news magazine)           | \$100                             | \$150                             |
| Sun                              | 10:00 – 10:30 pm          | <b>Nuestra Oklahoma / Our Oklahoma</b> (local news)                 | \$150                             | \$200                             |
| M-Su                             | 10:30 – 11:00 pm          | Noticiero Univision-Ultima Hora / Univision News-Last Hour (news)   | \$125                             | \$175                             |
| <b>LATE FRINGE</b>               |                           |   |                                   |                                   |
| M-W                              | 11:00 pm – 12:00 mid      | Para Volver a Amar / To Love Again (soap)                           | \$45                              | \$55                              |
| Thu                              | 11:00 pm – 12:00 mid      | La Noche Encima / The Night Is Upon Us (talk)                       | \$45                              | \$55                              |
| Fri                              | 11:00 pm – 12:00 mid      | Univision In Studio (interviews & music performances)               | \$45                              | \$55                              |
| Tu-Sa                            | 12 mid – 1:00 am          | Destilando Amor / Fading Love (soap)                                | \$15                              | \$25                              |
| Tu-Sa                            | 1:00 – 2:00 am            | Mujer...Casos de la Vida Real / Women...Real Life Cases (drama)     | \$2                               | \$5                               |
| Tu-Sa                            | 2:00 – 3:00 am            | Clasicos de Casos de Familia / The Best of Family Cases (talk show) | \$2                               | \$5                               |
| Tu-Sa                            | 3:00 – 4:00 am            | El Gordo y la Flaca / Fat Man & Skinny Woman (entertainment)        | \$2                               | \$5                               |
| Sat                              | 11:00 pm – 12:30 am       | Desmadrugados / Late Nighters (comedy)                              | \$50                              | \$65                              |
| Sun                              | 12:30 – 1:00 am           | Una Familia de Diez / A Family of 10                                | \$15                              | \$25                              |
| Sun                              | 1:00 – 2:00 am            | Terminales (drama)  | \$5                               | \$10                              |
| Sun                              | 2:00 – 4:00 am            | Sabado Gigante / The Best of Giant Saturday (game/variety)          | \$2                               | \$5                               |
| Sun                              | 11:00 pm – 12 mid         | SOS: Sexo y Otros Secretos / SOS: Sex & Other Secrets (comedy)      | \$40                              | \$50                              |
| Mon                              | 12 mid – 1:00 am          | Al Punto / To The Point (current affairs)                           | \$15                              | \$25                              |
| Mon                              | 1:00 – 2:00 am            | Aurora Valle Presenta Pandora (talk/variety)                        | \$2                               | \$5                               |
| Mon                              | 2:00 – 3:00 am            | Quien Tiene la Razon? / Who Has Reason? (talk show)                 | \$2                               | \$5                               |
| Mon                              | 3:00 – 4:00 am            | Muchachitas Como Tu / Little Girls Like You (soap)                  | \$2                               | \$5                               |
| <b>WEEKEND</b>                   |                           |   |                                   |                                   |
| Sat                              | 11:00 am – 12:00 pm       | Viva La Familia! (talk)   | \$40                              | \$50                              |
| Sat                              | 12:00 – 1:00 pm           | Central de Abasto / The Farmers' Market (drama)                     | \$40                              | \$50                              |
| Sat                              | 1:00 – 3:00 pm            | Movie   | \$40                              | \$50                              |
| Sat                              | 3:00 – 4:00 pm            | Arrasa con Todo / Take Everything (game)                            | \$40                              | \$50                              |
| Sa-Su                            | 4:00 – 5:00 pm            | Primer Impacto / First Impact (news magazine)                       | \$75                              | \$100                             |
| Sat                              | 5:00 – 5:30 pm            | Cero en Conducta / No Conduct (comedy)                              | \$75                              | \$100                             |
| Sa-Su                            | 5:30 – 6:00 pm            | Noticiero Univision / Univision News (news)                         | \$100                             | \$150                             |
| Sun                              | 7:00 – 8:00 am            | Tu Desayuno Alegre / Your Happy Breakfast (news/talk/music)         | \$50                              | \$65                              |
| Sun                              | 8:00 – 9:00 am            | Muchachitas Como Tu / Little Girls Like You (soap)                  | \$40                              | \$50                              |
| Sun                              | 9:00 – 10:00 am           | <b>Al Punto / To The Point</b> (current affairs)                    | \$75                              | \$125                             |
| Sun                              | 10:00 – 11:00 am          | Aurora Valle Presenta Pandora (talk/variety)                        | \$40                              | \$50                              |
| Sun                              | 11:00 am – 12:00 pm       | Vecinos / Neighbors (comedy)  | \$40                              | \$50                              |
| Sun                              | 12:00 – 2:00 pm           | Republica Deportiva / Sports Republic (sports magazine)             | \$50                              | \$65                              |
| Sun                              | 2:00 – 4:00 pm            | <b>Soccer: Futbol Liga Mexicana</b>                                 | \$150                             | \$200                             |
| Sun                              | 5:00 – 5:30 pm            | <b>Our Oklahoma w/ Armando Rubio</b> (local news)                   | \$100                             | \$150                             |

Rates for :15's are :65% of :30's rate rounded up to nearest \$5 Rotators available upon request