



Agency Recognition Policy



KTBS-3/KPXJ-21 Fax (318) 219-4630

Lifewise Cable Media Fax (318) 219-4679

KTBS, Inc.

Advertising agencies must adhere to all of the following conditions to be recognized by KTBS, Inc. as an agency and receive a 15% commission. Should any condition not be met, KTBS, Inc. reserves the right to cease agency recognition or reduce the amount of commission paid.

1. Agencies must represent at least two (2) clients, neither commonly nor owned by agency personnel.

To be recognized as an in-house agency, the company must be separately identifiable from the parent/client company, having its own corporate name and staffed by full time employees whose primary occupation is marketing, advertising, media evaluation and media placement.

2. Agencies must submit to KTBS, Inc., prior to schedule placement for new accounts, a KTBS, Inc. Client Guarantee form signed by both client and agency.
3. An agency must have a telephone in its name, an office address and must be operated and accessible during normal business hours.
4. Agencies must subscribe to Nielsen Media Research and have someone capable of client development, media evaluation and placement.
5. Agencies wishing to establish credit with KTBS, Inc. must submit a completed KTBS, Inc. Advertising Agreement and adhere to the KTBS, Inc. Credit Policy.
6. Complete, broadcast ready commercial material must be delivered to KTBS, Inc. at least 24 hours prior to scheduled air dates. It is the agency's responsibility to get the correct tapes to the station.
7. Agencies must provide complete, written traffic instructions at least 24 hours prior to air dates.