

ORDINANCE NO. 095-36

AN ORDINANCE FIXING THE RATES TO BE CHARGED FOR LOCAL AD INSERTION ON THE CABLE TELEVISION SYSTEM AND DECLARING AN EMERGENCY.

WHEREAS, Resolution R-94-30 states that the Conway City Council fully supports the Conway Corporation's efforts to provide to the citizens of Conway those services typically provided by other cable television systems; and,

WHEREAS, utilization of available advertising space by local merchants is such a typical service; and,

WHEREAS, Ordinance 0-79-22, paragraph two, states, "the rates charged for cable television service shall be set by the Conway Corporation, subject to the approval of the City Council"; and,

WHEREAS, the Conway Corporation has purchased the equipment necessary to utilize this space and has developed rates appropriate to "provide adequate revenues to cover the cost of operation and maintenance, bond funds and other debt service requirements, plant expansion, and the necessary and reasonable surpluses and reserves".

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CONWAY, ARKANSAS:

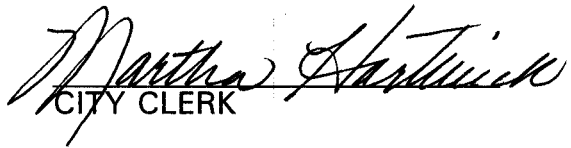
Section One. That the terms and rates of the Cable Television System Rate CTV-24, attached to and hereby made a part of this ordinance, are herewith adopted as those to be in effect upon passage of this ordinance and thereafter until changed by ordinance.

Section Two. It is ascertained and declared that the implementation of the referenced rates is of immediate concern to the inhabitants of the city; that by reason thereof an emergency exists and this ordinance, being necessary for the immediate preservation of public welfare, shall take effect and be in force from and after its passage and publication.

PASSED May 9th 1995


MAYOR

ATTEST


CITY CLERK


CONWAY CORPORATION
CABLE SERVICE RATE SCHEDULE
 EFFECTIVE DATE MAY, 1995

RATE CTV - 24
LOCAL AD INSERTION

AVAILABILITY:

On those cable channels as designated by Conway Corporation for local ad insertion.

APPLICATION:

This rate applies to advertising insertions aired over Conway Corporation cable system.

NET RATES:

BY DAYPART FOR 30SECOND AD INSERTION*:

6 a.m. to midnight	RUN OF SCHEDULE \$ 5.00
6 a.m. to midnight	SPECIFIC \$20.00

Rates are based on four 30-second spots per day; 28 30-second spots per week per network. Minimum buy will be one week (28 spots). Bonus ads may be run in the 12 midnight to 6 a.m. daypart.

CONTRACT DISCOUNT RATES*:

5-13 week contract (10% discount)	ROS \$ 4.50
5-13 week contract (10%) discount)	SPECIFIC \$18.00
14-26 week contract (25% discount)	ROS \$ 3.75
14-26 week contract (25% discount)	SPECIFIC \$15.00

Rates are based on four 30-second spots per day; 28 30-second spots per week per network. Minimum buy will be 28 spots times number of weeks in contract. Bonus ads may be run in the 12 midnight to 6 a.m. daypart.

CHARACTER GENERATOR TAGGING*:

Character generator tagging only	\$15.00
Character generator tagging with voice over	\$25.00

**ALL RATES ARE NET. Ads accepted after noon Thursday deadline or ads edited between masters' weekly updates will be subject to a \$50 additional fee.*

TAXES:

The above rates are subject to all local, state and federal taxes which are currently in effect or any taxes which are imposed by laws or ordinances on or after the effective date of this rate schedule.

PAYMENT:

The net bill, computed in accordance with the above rate, shall be due and payable upon presentation and shall apply for a period of thirty (30) days. A service charge of 1 1/2% per month will be assessed on any outstanding balance not paid within thirty (30) days from invoice date.