

Attention EIB Members: The Rush Limbaugh Show clock is being adjusted to better reflect the changing local and national advertising conditions. The levels of local and national commercial time in the new clocks will remain exactly the same as they are currently. The new clock accommodates the shift in demand to a greater proportion of :60-second spots. Below are details of the changes along with links to the new and current clocks:

Hours 1 & 2:

Break one at 16:00 - the network :30 will become :60, increasing the total length of the stopset from 3:30 to 4:00 minutes.

Break two at 30:00 - will allow affiliates to transition directly from the program to their local i.d. The total length of the all-local break will be 4:00 minutes, up from 3:30.

Break three at 43:00 - the network break length is increased from 1:30 to 2:00 minutes and the local avail is decreased from 2:00 to 1:00 minute. The total length of the stopset is reduced from 3:30 to 3:00 minutes.

Break four at 53:00 - the network avail is reduced from 1:30 to 1:00 minute. The total length of the stopset is reduced from 3:30 to 3:00 minutes.

Hour 3:

Break one at 16:00 - the network :30 will become :60. The local 2:30 becomes 2:00. The total length of the stopset remains 4:00 minutes.

Break two at 30:00 - becomes an all-local break with a total length of 4:00 minutes, same as current.

Break three at 43:00 - the network break length is increased from 1:30 to 2:00 minutes and the local avail remains 2:00 minutes. The total length of the stopset is increased from 3:30 to 4:00 minutes.

Break four at 53:00 - the network avail is reduced from 1:30 to 1:00 minute. The total length of the stopset is reduced from 3:30 to 3:00 minutes.

If you have any questions, Please contact the Network Operations Center at networkoperations@premiereradio.com or 800-276-4431.

Thank you,

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