**OFFICIAL RULES – Planting Payoff**

 NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

These rules govern the “Planting Payoff” promotion (the “Promotion”) being conducted by Alpha Media LLC (dba as KWIX AM/FM; KRES-FM, KIRK-FM and KTCM-FM) (the “Station”) beginning on March 12, 2018 at 6:00 AM CDT and ending on May 4, 2018 at Midnight CDT.

**HOW TO ENTER**

To participate in the Promotion, you may enter via the following method:   online at [www.centralmoinfo.com](http://www.centralmoinfo.com) or when prompted to call-in on KRES-FM

Follow the links and instructions to enter the Promotion on-line and submit the information requested in the online entry form. Only 1 entry per person is permitted. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. Station’s computer is the official time keeping device for the Promotion. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems. All entrants must agree to the Station’s online submission release in order to submit his or her entry.

**ELIGIBILITY RESTRICTIONS**

The Promotion is open to all persons who are 18 years of age or older and who are residents of Missouri. Employees of Station, its licensee, the licensee’s parent, subsidiary and affiliated entities, Station’s advertising and promotional agencies, its participating sponsors, other radio stations in the KRES-FM coverage area, the members of their immediate families (spouse, parent, sibling or child) and those living in the same household of each (whether related or not), are ineligible to enter or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

The winner must provide valid government-issued photo identification and provide their complete address, date of birth and phone number to claim a prize. All prizes must be picked up at “the station”, none will be mailed.

Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements. The Station will also delete any entry knowingly received from persons under the age of 13 in compliance with the Children’s Online Privacy Protection Act.

 **PRIZES**

Three (3) prizes will be awarded each week for eight weeks during this Promotion. At the conclusion of the Promotion, a grand prize consisting $1,000.00, (4) tickets to a St. Louis Cardinals baseball game, a 1-day rental of a pontoon boat, plus 16 prizes from the contest sponsors will be awarded.

The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. The Station accepts no responsibility for repairing any real or supposed damage to any prize.

All prizes or prize certificates may be picked up at the office of the Station located at 300 West Reed Street, Moberly, MO 65270. The winner will forfeit any prize or prize certificate not claimed within thirty (30) days of winning.

There is no substitution, transfer or cash equivalent for prizes, except that the Station may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

 **WINNER SELECTION AND NOTIFICATION**

Decisions of the Station management with respect to the Promotion are final.

Weekly prizes will be selected by random drawing of those registered that are actively involved in a farming enterprise, and who have correctly identified the Sponsor of the Week. Three winners will be selected each week to receive (1) prize each from the Sponsor of the Week. Weekly winners may only win (1) weekly prize, however will still be eligible to win the grand prize.

The grand prize winner will be selected on May 7th from all those who registered during the contest, upon verification that the winner is a farm owner or operator of a farming enterprise. All three winners will be announced on-air on centralmoinfo.com.

Odds of winning depend on number of people who enter and know the business of the day. Winner will be selected by random drawing procedure on May 4th, 2018.

All winners will be notified by phone. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited. An alternate winner will be selected by using same method. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

**CONDITIONS**

Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner’s full Social Security Number or the equivalent for receipt of any prize valued at $600 or more cumulatively or for any prizes awarded by the Station (or any other Alpha Media station in Station’s market) in a calendar year with an aggregate value of $600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of $600 or more will be reported to the IRS.

By participating in the Promotion, the winner agrees to have the winner’s name, voice and/or likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.

Prior to awarding any prize or prize certificate, the Station, in its sole discretion, may require Promotion winner (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless the Station, its licensee, the licensee’s parent, subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.

 If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Station that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate or modify the Promotion. If the Promotion is terminated before the original end date, the Station reserves the right to select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winners.

The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Station’s website. Failure to comply with the rules of the Promotion may result in a contestant’s disqualification and/or forfeiture of any prize or prizes. If the Station makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, the Station reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.

The Station reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the Promotion and shall not be required to award a substitute prize.

The Station is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.

For a copy of these Official Rules, send a self-addressed stamped envelope for receipt to “Planting Payoff Official Rules”, 300 West Reed Street, Moberly, Missouri 65270. For the names of the prize winners send a self-addressed stamped envelope for receipt by May 20, 2018 to the above address marked “Planting Payoff - Winner List.” The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of the Station and may be posted online at www.centralmoinfo.com.

 All other general contest rules apply and may be found under the stations tab on www.centralmoinfo.com.

By use of the Station’s website or by entering the Promotion through the Station’s website, you agree to the website’s Terms of Use Agreement.

 **SPONSORS**

Alpha Media-Moberly stations, Indian Creek Marina, Ralls County Mutual Insurance Company, Alliant Bank, Crop Production Service of Paris, Shelton Seed, Crop Production Services of Clarence, Northeast Missouri Co-op, Meyer Implement Company, The Hoof Steakhouse and [www.centralmoinfo.com](http://www.centralmoinfo.com) .