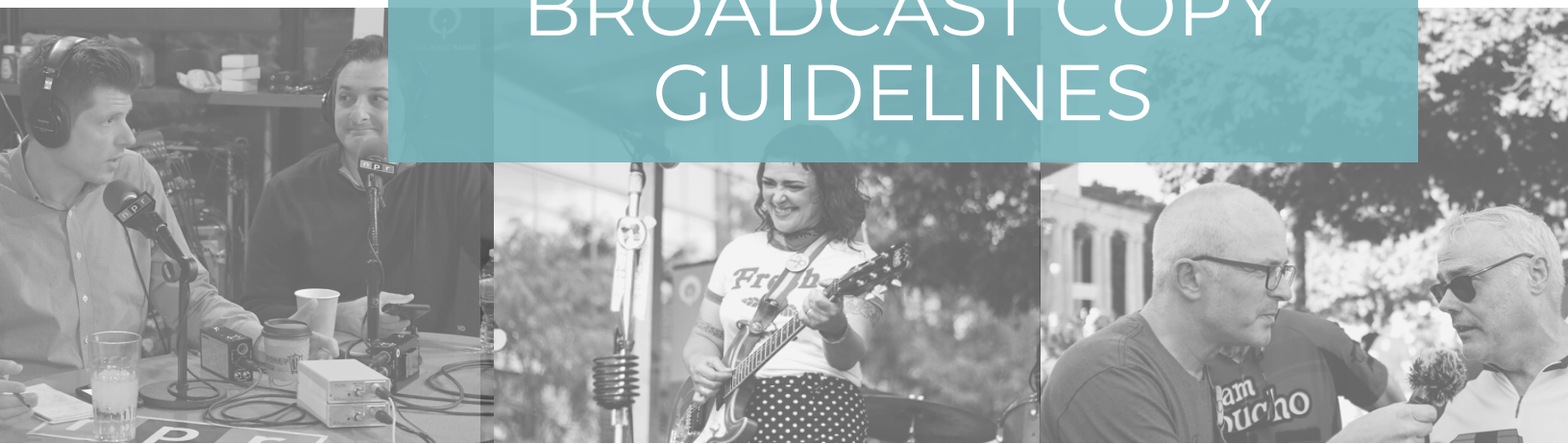


BROADCAST COPY GUIDELINES



SPONSORSHIP MESSAGES

- 15 seconds in length
- Include the preamble: "Support for IPR comes from" and identify the sponsor by name
- May contain locations, websites, phone numbers and dates
 - ✗ Cannot use call-to-action wording like "visit us," "try now" or "go to"
- Provide product or service details without including inducements to buy, sell, rent or lease
 - ✗ Cannot include phrases like "money-back guarantee" or "risk-free"
- Informative without being promotional
 - ✗ Cannot use comparative words like "best," "first" or "newest"
 - ✗ Cannot use qualitative words like "convenient," "award-winning" or "outstanding"
- Descriptive without containing references to price or value
 - ✗ Cannot use words like "free," "sale" or "APR"
- May contain up to three trade names, products or service listings

Sponsorship messages are produced at no cost and are voiced by an IPR producer



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