

KDLL Underwriting

Business rates — 15-second spots

Run of Schedule: *Reach listeners throughout the broadcast day, 6 a.m.-7 p.m.*
..... **\$15 per spot**

Premium Programming: *Guaranteed to air in our most-popular times, 6-9 a.m. and 4-6 p.m. M-F, and 7-11 a.m. weekends.....* **\$20 per spot**

Nonprofit organization rates* — 30-second spots

Run of Schedule: *Reach listeners throughout the broadcast day, 6 a.m.-7 p.m.*
..... **\$20 per spot**

Premium Programming: *Guaranteed to air in our most-popular times, 6-9 a.m. and 4-6 p.m. M-F, and 7-11 a.m. weekends.....* **\$25 per spot**

** Not intended for religious or political messages*



Sponsor a local program

KDLL produces a variety of informative, engaging and original news, feature and music programs made in our community, for our community. Reach our dedicated local listeners!

..... **Businesses: \$20 per 15-second spot**
..... **Nonprofits: \$25 per 30-second spot**

Options include: The Mon-Fri KDLL local newscast • Kenai Conversation talk show (Weds & Sat) Econ 919 Central Peninsula Economic Report (2x Fri) • Evening local DJ shows • Growing a Greener Kenai (Sat) • Beer on the Last Frontier (Sat) • and more!

Bonus spots

Additional bonus (free) spots included in contracts three months or longer.

Be heard

Why underwriting?

By underwriting with KDLL, you support public radio and gain wide exposure for your business, organization or event. Our listeners are thoughtful, savvy, conscientious citizens who are engaged in their community. They support local businesses, charities, the arts and events. We can help you capture their attention.

- **It's affordable** — Rates start at just \$15 per spot. Air as many or few as you like.

- **It's customizable** — We can tailor a schedule to suit your needs and budget.

- **It's easy** — We can produce your spot for you.

Why KDLL?

- As a National Public Radio and Alaska Public Radio Network affiliate, KDLL provides quality, trusted national, state and world news and entertainment programming.

- KDLL produces a variety of original news and entertainment programming tailored to our community. We also air live broadcasts of Kenai Peninsula Borough Assembly meetings, as well as community calendar, weather, public safety and public service announcements.

- Our listeners not only tune in to KDLL, they financially support the station with annual memberships, and they support others who support public radio, as well.

- Our signal reaches the homes and businesses of over 30,000 individuals from Cooper Landing to Kenai and Nikiski to Ninilchik. Our online streaming brings us to listeners around the world.

Learn more: www.kdll.org

Contact: Jenny Neyman, general manager • 907-394-6397 • jneyman@kdll.org