

UNDERWRITING RATES & GUIDELINES

Overview

There is a ten spot minimum buy for one message to be produced. The length of message is 15 seconds, voiced by KBBI staff only, and cannot include music or any other background sound. This supports consistency and makes messages easy to understand by our listeners.

Message must begin with the preamble of "Support for KBBI comes from..." Underwriting messages are to publicly acknowledge our underwriters and provide a brief description of location, services/products offered, number of years in business, as well as contact information. Special event underwriting receives a complimentary post on KBBI's Facebook page (over 4,000 fans). Your message with your website link is posted, date/time determined by KBBI. Approved copy is needed at least five days prior to your preferred air date and KBBI reserves the right to terminate the contract without cause at any time.

Rates

Staff are happy to help you craft a script— See reverse side for full FCC guidelines. For annual and seasonal contracts we provide a direct link on our website as well as acknowledgement of your support with a Facebook post.

Run of Schedule: \$16 per spot

Run of schedule spots are aired randomly Monday-Sunday 6am-7pm

Prime Time & Premium Programming Spots: \$24 per spot

Prime Time is Monday-Friday 6am-10am & 4pm-7pm, Saturday 6am-5pm, and Sunday 6am-10am & 4pm-5pm. If you would like to sponsor a specific show segment talk to our development director about Prime Programming.

Discounts

Annual contracts that span one calendar year and include a minimum of 104 spots(2 spots a week) qualify for a 20% discount. We also offer a 10% prepay discount on all contracts.

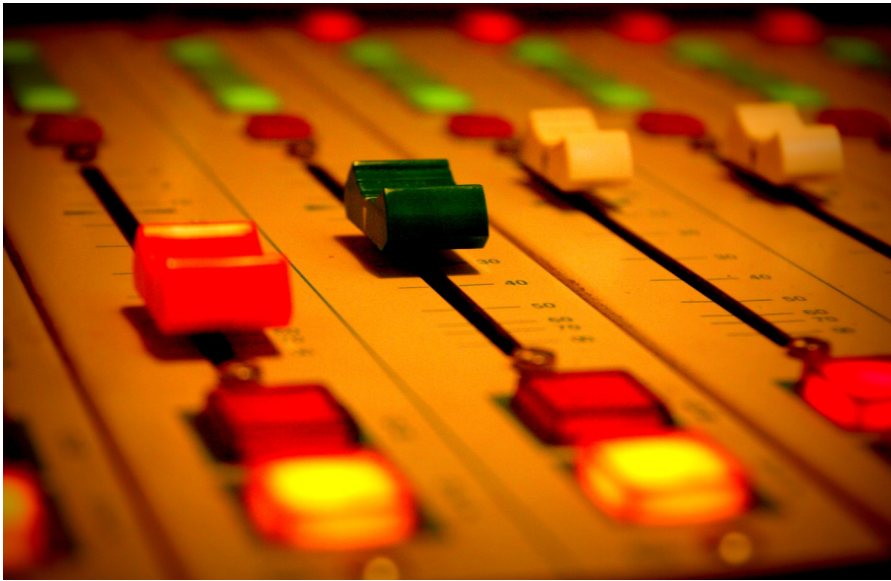


Contact KBBI Development
Director for more Information
development@kbbi.org
907.235.7721 ext 224

Why Underwrite with KBBI?

When you invest in KBBI, you take an active role in furthering the success of a respected Homer institution. In turn, the reputation of KBBI and public broadcasting sets your message apart and enhances your visibility with an audience that expects quality programming and services.

- **INCREASE YOUR VISIBILITY** and be heard in an uncluttered media environment. Public radio listeners appreciate the non-commercial language and are less likely to tune out than commercial radio audiences.
- **STRENGTHEN YOUR IMAGE** by associating and supporting KBBI's commitment to the community, education, and public service. 80% of listeners agree that their opinion of a company is more positive when they discover it supports public radio.
- **IMPROVE YOUR BOTTOM LINE** with a smart, cost-efficient, and effective marketing plan. Your underwriting dollars are tax-deductible as permitted by law for 501(c)3 nonprofit organizations.



FCC Script Guidelines

Clear guidelines make for a good message. Federal Communications Commission (FCC) and KBBI guidelines ensure that the message brought forth is clear, concise, and free of commercial clutter.

Announcements may NOT include the following:

1. **Calls to Action** ("call, stop by, invite, join, come" or phrases prompting action)
2. **References to price** ("free, on sale..." or the actual price)
3. **Superlatives** ("best, greatest, most reliable, more..." or other qualitative descriptors)
4. **Inducements to buy, rent, sell, or lease** ("discounts, complementary...")
5. **Comparative language** however factual (award-winning, board-certified, top rated...")
1. **Adjectives** ("cozy, stellar, lovely, happy...")
2. The number of products/services **cannot exceed four items**.
3. **Use personal pronouns** ("you, your, our, we..."). It suggests a personal statement on the part of KBBI.
4. Language advocating political or religious views.
5. Reference to third-party sponsors.

KBBI Staff are here to help you craft the perfect message. Send us a draft of your script to development@kbbi.org