

# NON-PROFIT UNDERWRITING RATES & GUIDELINES



## Overview

KBBI has a long history of being the number one listened to station in the Homer and Anchor Point areas, with a weekly listenership of 5,710 between M-F 6am-7pm for ages 12 and up. With 54.4 % of the total community listening to KBBI, your message will be heard! These ratings are more than double of any other station in the area. *(Statistics provided from an independent surveyor Eastlan Ratings, Fall 2010).*

Reach a broad market with sophisticated messaging, while publicly lending financial support to KBBI before a loyal and engaged audience. Since 1979, no other media source reaches as many homes and businesses throughout our broadcast region, covering much of the Kenai Peninsula, including Kodiak Island and the west side of Cook Inlet. **Because KBBI is an AM station, it reaches locations FM stations cannot.**

### 15 second Underwriting 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.

### 30 second Enhanced Public Service Announcement Rates

EPSA's are only available to non-profits, they exclude some of the FCC guidelines, giving more time and flexibility for what we can say on air.

#### Run of Schedule: \$16 per spot

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

#### Prime Time & Premium Programming Spots: \$30 per spot

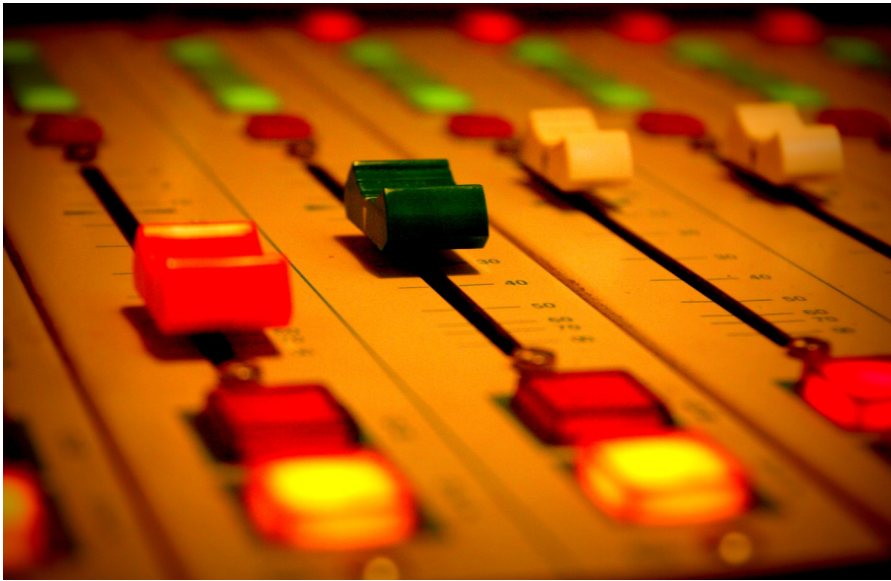
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## Guidelines

There is a ten spot minimum buy for one message to be produced per spot type. All messages are voiced by KBBI staff only, and cannot include music or any other background sound. 15 second spots begin with preamble Support comes from. This supports consistency and makes messages easy to understand by our listeners. Nonprofits and events receive a complimentary post on KBBI's Facebook and Instagram page.

## 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.



# 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](mailto:development@kbbi.org)