

BROADCAST COPY GUIDELINES

Sponsorship messages:

- ...are 15 seconds in length
- ...are voiced by IPR producer and are produced at no charge
- ...include the preamble "Support for IPR comes from" and identify the sponsor by name
- ...are an acknowledgement of the sponsor's support of the station
- ...are read from IPR's perspective, so they don't use words like "our" or "we"
- ...may contain locations, websites, phone numbers and dates
 - they don't 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
 - they don't include phrases like "money-back guarantee" or "risk-free"
- ...are informative without being promotional
 - they don't use comparative words like "best," "first," or "newest"
 - they don't use qualitative words like "convenient," "award-winning," or "outstanding"
 - they don't refer directly to the listener using pronouns like "you" or "your"
- ...are descriptive without containing references to price or value
 - they don't use words like "free," "sale," or "APR"
- ...may contain up to three trade names, product or service listings

