EXPAND YOUR REACH BY BECOMING AN UNDERWRITER TODAY

- Serving a population size of 107,000 people across 10,000 square miles
- KVNF averages 2,500 webpage visitors per week with an average of 8,000 streams per month
- Over 1,100 current active members spanning Delta, Montrose, Ouray Counties & beyond.

WHAT IS UNDERWRITING?
Underwriting is a series of on-air messages acknowledging your support of community radio. Announcements identify an organization or business and briefly describes goods and services.

KVNF helped us get clear, concise information to listeners. The staff was great to work with, helping us craft our message and revise it as needed.
- Connect for Health Colorado

We know KVNF values longevity and KVNF has been a home to our message of quality and customer service.
- Hellman Motor Company

Our listeners say they feel good about who they give business to when they hear your message of support to public radio

CALL
970-527-4866
ANDREA CASTILLO
Business Support Coordinator
andrea@kvnf.org

Ready to Amplify Your Business?
GUIDELINES

Underwriting announcements (spots) are **28 seconds long** and identify a business or organization with an FCC-approved value-neutral message.

**UNDERWRITING SPOTS ARE COMPRISED OF 3 BASIC COMPONENTS:**

1. **Opening:** “Support for KVNFR comes from members and from (YOUR NAME).”

2. **Middle:** A description of your products, services, and/or event(s)

3. **Close:** Your contact information

**LANGUAGE TO AVOID:**

- Anything about price, discount, sale or deal
- Call to action such as “Come by...” or “Call...”
- Words that compare or qualify such as “perfect,” “best,” or “most.”

**FOR EXAMPLE:**

"Support for KVNFR comes from members and from North Fork Hardwood, proudly serving the North Fork Valley. Offering installation, sanding, refinishing, and repair of hardwood floors. More information is available at North Fork Hardwood dot com."

---

**PRICES**

<table>
<thead>
<tr>
<th>1-3 MONTH RATE</th>
<th>6 MONTH RATE</th>
<th>1 YEAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9 - $15 per spot</td>
<td>$8 - $14 per spot</td>
<td>$7 - $13 per spot</td>
</tr>
</tbody>
</table>

**PACKAGES**

Ask us about custom packages for your budget!

**3 MONTH PACKAGE**

- $282 monthly
- 5 spots per week for 13 weeks
- 65 total spots
- $846 Total

**6 MONTH PACKAGE**

- $260 monthly
- 5 spots per week for 26 weeks
- 130 total spots
- $1,560 Total

**1 YEAR PACKAGE**

- $238 monthly
- 5 spots per week for 52 weeks
- 260 total spots
- $2,856 Total

**2 WEEK PACKAGE**

- $400
- 3 spots per day for 2 weeks
- 42 total spots
- Great for events!

**SPOTS**

**NEWS TIME**

Spots air during **NPR Morning Edition & All Things Considered**

6 am - 8:10 am & 4 pm - 7 pm, Mon - Fri

**PRIME TIME**

Spots air during **daytime music programming**

8:10 am - 4 pm, Mon - Fri

**LOUNGE TIME**

Spots air during **evenings & weekends**

7 pm - 10 pm, Mon - Fri
8 am - 10 pm, Sat/Sun

**RUN OF SCHEDULE**

Spots air **any time** from

7 am - 7 pm, Mon - Sun

---

SEE OUR COMMUNITY OF UNDERWRITERS AT

[www.kvnfr.org](http://www.kvnfr.org)