



KVNF

COMMUNITY RADIO

EXPAND YOUR REACH BY BECOMING AN UNDERWRITER TODAY



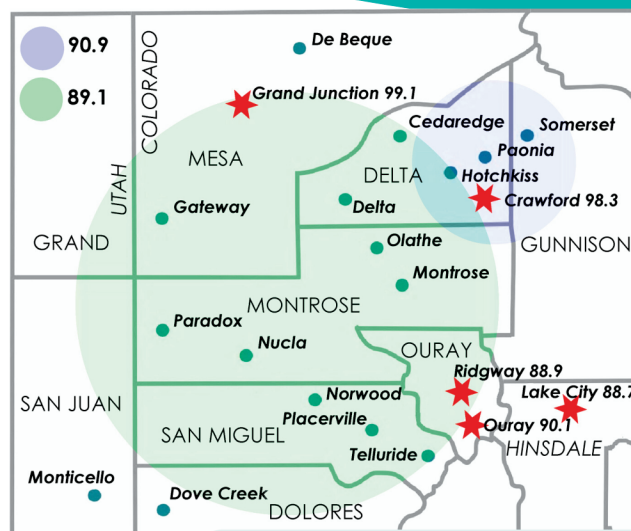
Serving a population size of 107,000 people across 10,000 square miles



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.



Heard on 7 frequencies and streaming online at kvnf.org

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



Ready to Amplify Your Business?



CALL
970-527-4866

ANDREA CASTILLO
Business Support Coordinator
andrea@kvnf.org



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 KVNF 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 KVNF 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."

KVNF UNDERWRITING

PRICES

1-3 MONTH RATE	6 MONTH RATE	1 YEAR RATE
\$9 - \$15 per spot	\$8 - \$14 per spot	\$7 - \$13 per spot

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

1 YEAR PACKAGE

\$238 monthly

5 spots per week
for 52 weeks
260 total spots

\$2,856 Total

6 MONTH PACKAGE

\$260 monthly

5 spots per week
for 26 weeks
130 total spots

\$1,560 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.kvnf.org

