



Suggested **KASU** Underwriting Packages

Rotation Schedules

A rotating schedule is a great way to reach the diverse variety of KASU listeners. Your announcement will rotate in a flexible schedule that exposes your underwriting message to the broadest possible KASU audience.

***There will be a 25% add-on for specified positions in rotation options.**

7 Day Rotating schedule – This option allows 30 credits a month on average- one spot every day, Monday through Sunday in broad rotation, all programs available. **Cost: \$200 a month**

5 Day Weekday Rotation – Monday through Friday only

This option allows 5 rotating credits - one per day- Monday through Friday each week - approximately 22 credits/month. Spots air during weekday programming, including *The Diane Rehm Show*, *Fresh Air*, *Arkansas Roots*, *Performance Today*, *Here and Now*, and *Jazz with Bob Parlocha*. **Cost: \$150 a month**

News & Views

NPR's Morning Edition - *Morning Edition* provides news in context, thoughtful ideas and commentary, and reviews new music, books, and events in the arts. Also includes local updates with Johnathan Reeves throughout the program. - Weekdays from 5:00-9:00am and weekend editions. Approximately 30 credits/month, specified positions are available. **Cost: \$250 a month**

APM's Marketplace - Award-winning *Marketplace* is public radio's daily magazine on business and economics news. The 30-minute program airs at 5:30PM and boasts the largest audience for any business program in the United States on radio, cable or network television. In conjunction with *Marketplace Morning Report* each weekday and *Marketplace Money* on Saturdays, this trio of financial programming covers listeners from wallet to Wall Street -30 monthly credits. **Cost: \$350 a month**

Weekday NPR News & Discussion – This option includes award-winning programs such as *The Diane Rehm Show*, *Fresh Air*, *Here and Now*, and *All Things Considered*. These news magazine and discussion programs deliver in-depth reporting about current world events, and offer listeners thoughtful and lively conversations on an array of topics with many of the most distinguished people of our times -approximately 22 monthly credits. **Cost: \$250 a month**

Weekend Entertainment, News & Discussion- Includes 7 credits every weekend in shows like *Wait Wait Don't Tell Me*, *The Best of Car Talk*, *NPR's Weekend Edition*, *Marketplace Money* & more. From America's funniest auto mechanics to a wacky and whip-smart approach to the week's news, these entertaining, yet educational programs are a delight! - 30 monthly credits. **Cost: \$150 a month**

Music & Arts

"Roots" Music Programming

Rotate your underwriting message during music programs featuring everything from legendary Arkansas musician Sonny Burgess' *We Wanna Boogie*, to KASU's local arts magazine, *Arkansas Roots*. Listeners will enjoy programs from a variety of music genres, such as classic rock and roll, rhythm and blues, rockabilly, and bluegrass.- 30 monthly credits. **Cost- \$200 a month.**

Classical, Jazz & More

Your underwriting message will be featured during programs like *Performance Today* and *The Concert Hall*, which feature classical music, *Jazz with Bob Parlocha*, *Music From the Isles*, and much more.- 30 monthly credits. **Cost - \$150 a month**

For more information, please contact Doreen Selden – KASU Corporate Relations Director
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