



KDLL 91.9 FM

Why KDLL?

- As an NPR affiliate, KDLL provides national news and entertainment programming.

- KDLL has unique news and entertainment programming that can't be heard elsewhere. We also provide live broadcasts of Kenai Peninsula Borough Assembly meetings and employ the Emergency Alert System as services to our community.

- KDLL leads other area stations in morning and weekend listenership.

- Our members not only listen to KDLL, they financially support the station. And they appreciate others who support public radio, as well.

- Our signal reaches the homes and businesses of over 30,000 individuals from Cooper Landing to Kenai and Nikiski to Ninilchik. Our online streaming brings us to listeners around the world.

- 65% of NPR listeners discuss content with friends, family and colleagues

- 81% of NPR listeners consider NPR personally important to them

- 83% of NPR listeners take action in response to something heard on NPR

- 70% of NPR listeners hold a more positive opinion of companies that support NPR

— 2015 NPR Personal Effect study

Be heard

Why underwriting?

By underwriting with KDLL, you support public radio and gain wide exposure for your business, organization or event. Our listeners are thoughtful, savvy, conscientious citizens who are engaged in their community. They support local businesses, charities, the arts and events. And we can help you capture their attention.

- **It's affordable** — packages start as low as \$150.

- **It's customizable** — we can tailor a plan to suit your needs and budget.

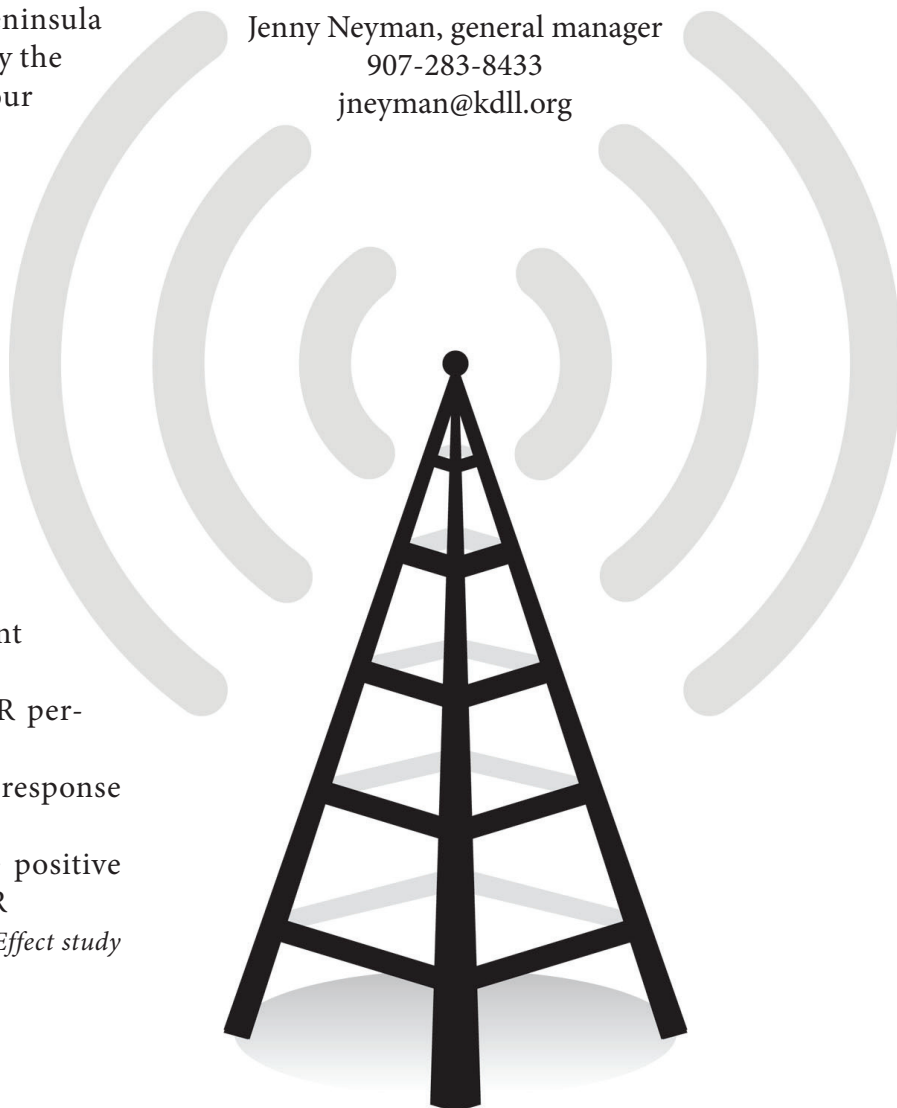
- **It's easy** — our sales representative can answer your questions, write and produce your spot and arrange billing at your convenience.

Contact:

Jenny Neyman, general manager

907-283-8433

jneyman@kdll.org



Underwriting rates

Premium Programming — Reach listeners during our most-popular programming

\$20 per spot, 10-spot minimum purchase
 15 seconds, wording must conform to FCC guidelines
 Weekdays: 6 a.m. – 10 a.m. & 4 p.m. – 7 p.m.
 Saturday: 6 a.m. – 5 p.m.
 Sunday: 6 a.m. – 10 a.m. & 4 p.m. – 5 p.m.



ROS (Run of Schedule) — Catch listeners throughout the broadcast day

\$15 per spot, 10-spot minimum purchase
 15 seconds, wording must conform to FCC guidelines
 Monday – Sunday: 6 a.m. – 9 p.m.

Enhanced Public Service Announcements — For nonprofit event and organization information. Not intended for political or religious purposes.

30 seconds, exempt from some FCC stipulations
 \$25 in premium programming hours. \$20 for Run of Schedule. 10-spot minimum purchase

Your message can rotate. \$25 fee for producing additional spots within the same contract.

Sample packages:

	3 months	6 months	Annual
1 spot per week, premium programming	\$240	\$520 +4 free	\$1,040 +8 free
2 spots per week, premium programming	\$480	\$1,040 +8 free	\$2,080 +16 free
1 spot per week, Run of Schedule	\$180	\$390 +4 free	\$780 +8 free
2 spots per week, Run of Schedule	\$360	\$780 +8 free	\$1,560 +16 free
1 spot per day, Run of Schedule	\$1,350	\$2,700 +10 free	\$5,400 +16 free
1 spot per day, premium programming	\$1,800	\$3,600 +16 free	\$7,200 +20 free

Message guidelines

Clear guidelines make for a good message. Federal Communications Commission and KDLL guidelines ensure that underwriting messages are clear, concise and free of commercial clutter.

Announcements may not include:

- Calls to action (“call, stop by, invite, come, join...” or phrases prompting action)
- References to price (“free, on sale...” or the actual price)
- Superlatives (“best, greatest, most reliable, more...” or other qualitative descriptors)
- Inducements to buy, rent, sell, or lease (“discounts, complementary...”)
- Comparative language (award-winning, board-certified, top-rated...)
- Adjectives (“cozy, stellar, lovely, happy...”)
- More than four items in a list of products/services.
- Use personal pronouns (“you, your, our, we...”). It suggests a personal statement on the part of KDLL.
- Language advocating political or religious views.
- Reference to third-party sponsors.
- Marketing taglines or slogans that do not meet official guidelines.

Website display advertising

Pictures speak. Attract attention with graphic ads in strategic locations on KDLL’s new website.

Ask about prices today!