



88.7FM Radio Acadie  
PO Box 42171  
Lafayette, LA 70504-2171  
337-482-5787  
[www.krvs.org](http://www.krvs.org)

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## UNDERWRITING

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### WHO WE ARE

KRVS Radio Acadie 88.7FM is the largest non-commercial radio station in Acadiana, carrying over 70 local and national programs and appealing to a highly discerning and dedicated audience. Now in its 52nd year, KRVS broadcasts at 100,000 watts from the University of Louisiana at Lafayette, providing service to over 800,000 Louisiana residents in 12 parishes across the southern portion of the state. Our programming is also available worldwide via [www.krvs.org](http://www.krvs.org).

### OUR LISTENERS

Our listeners are highly educated, discerning and dedicated, especially to our news and local music programs. They are decision makers, choice consumers and influential leaders, in tune with the latest technology and aware of conservation initiatives. In general, our listeners are well read, health-conscious and philanthropic. They vote, contact the media and let their elected officials know what's on their mind.

CONSIDER THAT

- Between Fall 2009 and Spring 2014, our AQH share grew more than doubled, from 1.5% to 3.4%, in the metro market and our AQH persons grew from 22600 to 33600 in the total market.
- As of Spring 2014, KRVS maintains a 6.7% cume rating in the total market, up from 4% in Fall 2012.
- Our listeners are 167% more likely to hold an UPPER MANAGEMENT OR PROFESSIONAL POSITION.
- Our listeners are 98% more likely to have a HOUSEHOLD INCOME OF \$75,000+, and 177% more likely to have a HOUSEHOLD INCOME OF \$150,000+.
- Our listeners are 122% more likely to have an office set up at home, 106% more likely to use online services, and 121% more likely to purchase business services from engineering or construction companies.

From small businesses to large corporations, law firms to physician practices, non-profit organizations to music festivals, KRVS underwriters understand the power of positive association with a public radio audience. Our business partners reinforce their own quality brand by reaching out to listeners who care, in a low-clutter, high-integrity environment.

### WHY PUBLIC RADIO

Support for KRVS comes from listener contributions, program underwriting, corporate and business support and gifts and endowments. Business owners and organizations who choose to underwrite our programming often experience a "halo" effect, as dedicated listeners feel a sense of trust and loyalty toward those entities who support their station of choice.

*"On public radio, the message works because your client's brand stands for the same values that our listeners do. Public radio works because we provide a return to the fundamentals of effective advertising--a simple, highly credible message delivered to a large, loyal audience in an ultra low-clutter, high-integrity environment."*

— GRAY SMITH, LOUISVILLE PUBLIC MEDIA

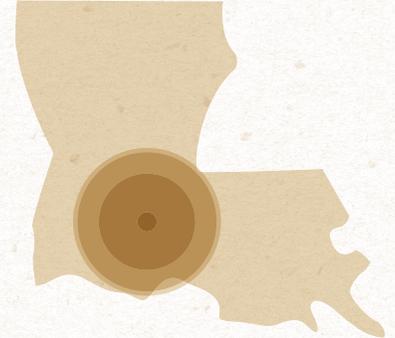
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# ON-AIR UNDERWRITING RATES AND PACKAGES

## RATES

Program (Central Standard Time)	Rate (per 15-sec spot)
NPR's Morning Edition, (Mon-Fri, 7-9am)	\$50
NPR's All Things Considered (Mon-Fri, 4-6pm)	\$50
Blues Box (Fri, 9am-1pm)	\$50
Zydeco Est Pas Sale' (Sat, 9am-12pm)	\$50
Zydeco Stomp (Sat, 12-3pm)	\$50
All other day/evening programs	\$35
All other 12am-4am programs	\$25

## KRVS COVERAGE



## PACKAGES

### OUR MOST POPULAR UNDERWRITING PACKAGES INCLUDE

- 52+ weeks (1 spot per week) to underwrite one of five (5) premium programs: Blues Box, Zydeco Stomp, Zydeco Est Pas Sale, NPR's Morning Edition or All Things Considered = \$2065 (22.5% DISCOUNT)
- 52+ weeks (3 spots per week) of underwriting one or more of five premium programs: Blues Box, Zydeco Stomp, Zydeco Est Pas Sale, NPR's Morning Edition or All Things Considered = \$5065 (30% DISCOUNT)

Our underwriting rates range from \$25-\$50 per 15-second spot, and underwriting packages begin at \$500. We offer non-profit (10%) and volume (52+ weeks) discounts, and are able to customize packages tailored to your needs.

We strive to work with area businesses and organization interested in a building a long-term partnership. Underwriting fees paid to KRVS are tax-deductible; please consult your tax preparer for more information.

We record all underwriting announcements in-house and adhere to FCC guidelines that limit what we can and cannot say in terms of promoting a company or event. Basically, there can be no "call to action" and announcements must remain value neutral.

### HERE IS SAMPLE LANGUAGE FOR A 15-SECOND SPOT PROMOTING A BUSINESS OR ORGANIZATION:

*"Support for KRVS comes from THE BUSINESS, offering SERVICES in the CITY area since YEAR. For more information, the phone number is PHONE NUMBER. The website is WEB ADDRESS."*

**PLEASE NOTE:** Each underwriting order includes a \$50 production fee to develop and record the first announcement. Additional announcements (per order) cost \$25 each to produce.

For most businesses, we recommend underwriting our highest drive time programs, Morning Edition (M-F, 7-9am) and All Things Considered (M-F, 4-6pm). These nationally syndicated news programs can be underwritten for \$50/spot and generally get the best response. Again, volume discounts apply.

We also recommend underwriting three of our most popular locally produced programs, Blues Box (F 9am-1pm), Zydeco est pas sale' (Sa 8am-12pm), and Zydeco Stomp (Sa 12-3pm). All cost \$50/spot. These shows garner our largest listener audience outside of the drive-time programs referenced above.

There are many underwriting options and packages available at KRVS. We look forward to the opportunity to sit down with you, learn more about your business and work together to fine tune the right package for you.

For more information, please contact Johanna Divine, KRVS Sales Director at 337-482-1437 (o) 337-944-9559 (c) or [jdivine@krvs.org](mailto:jdivine@krvs.org).

