



Business Underwriting Price Options

LONG Sustaining Underwriters / 20 Second Spots

| \$ | Spots | Payment Plan | Monthly Payment | Cost/Spot | Benefits |
|---------|-------|--------------|-----------------|-----------|--|
| \$600 | 30 | 3 months | \$200 | \$20 | One script Web logo link to business website, on KPTZ.org |
| \$1,200 | 60 | 6 months | \$150 | \$20 | Two scripts Web logo link to business website, on KPTZ.org Plus: On-air Thank-You's |
| \$2,400 | 120 | 12 months | \$150 | \$20 | Four scripts Web logo link to business website, on KPTZ.org Plus: On-air and social media Thank-You's |

SHORT

Intro Package 10 Second Spots

| \$ | Spots | Cost/Spot |
|-------|-------|-----------|
| \$280 | 20 | \$14 |

Annual Weekly 10 Second Spots

| \$ | Spots | Cost/Spot |
|-------|-------|-----------|
| \$728 | 52 | \$14 |

Long KPTZ Spots feature name and location of business, including value-neutral description of product or services, and close with contact information or website.

Short KPTZ Spots contain name, location and brief location of business, closing with contact information or website. One script for the duration of the contract.

Spot Placement in KPTZ's daily schedule and the number of times it airs each week can be requested by the underwriter and is assigned based on availability of underwriting slots.