



# MEDIA KIT

## Be a part of KPTZ!

Our achievements in broadcasting are made possible by the support of our community. Underwriting on KPTZ is a WIN-WIN opportunity. By supporting us you help provide volunteer powered, listener supported, community radio 24/7, while simultaneously **promoting your business or organization through on-air announcements that identify, inform and educate listeners about you.**

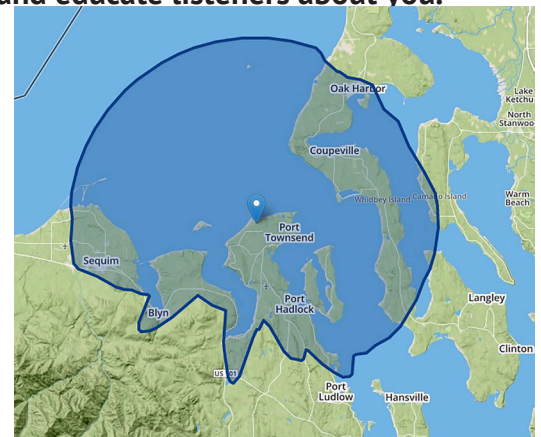
KPTZ is pleased to be the first nonprofit, full power radio station serving the northeast Olympic Peninsula.

Build awareness of your business or organization through KPTZ underwriting and event sponsorship opportunities. Our potential broadcast listening audience exceeds 50,000 people. Our 91.9FM signal reaches

- East to Whidbey Island, Edmonds, Lynnwood and parts of Seattle,
- West to Discovery Bay and Sequim, Port Angeles, and beyond,
- South to Chimacum, Port Ludlow, Coyle, Quilcene and further...
- North to the San Juan Islands and Victoria BC.

AND internationally, thanks to our online streaming capability!

Why radio? At home, in transit, in town, or deep in the country – radio is perfectly ubiquitous. It is an immediate, unique and universally effective communications technology.



## Introduction to KPTZ Underwriting

KPTZ is a non-commercially FCC licensed radio station, so cannot broadcast any advertising. Instead, and even better, KPTZ underwriters and event sponsors receive on-air acknowledgments in exchange for financial contributions.

- Expand and build **brand awareness** by targeting an engaged, local audience.
- **Generate goodwill** in the community by linking your business with a civic, cultural and educational media outlet.
- **Enhance your image** and relationships with KPTZ members and volunteers by supporting an essential community resource.
- Our listening audience reaches far beyond the Olympic Peninsula and internationally, streaming live at [kptz.org](http://kptz.org).

*Stream eclectic, authentic, community radio at [kptz.org](http://kptz.org)  
Call 360.379.6886 • Email [underwriting@kptz.org](mailto:underwriting@kptz.org)*

## The KPTZ Audience – Demographics and Values

Based on our current donors and volunteers, we know our supporters are creative and bright achievers and opinion leaders. They are community-minded, supporting media, arts and culture. In addition, our signal reaches the many tourists visiting the local area. **Thanks to our 24/7 online streaming, we have members across the country and around the globe, extending KPTZ's voice beyond the region.**

KPTZ is a community radio station (and not an NPR affiliate, public radio station). Our listening audience composition reflects our members, donors and volunteers who come from different ages and backgrounds, different religions and political persuasions. **The KPTZ listenership is eclectic and diverse, representing a cross section of life in our community.**

On KPTZ you will not have to vie for the attention of a listener already bombarded by an endless stream of advertisements. **Your message will be heard, in an uncluttered audio environment.**

## Underwriting Rates and Information

### Standard Rates

**KPTZ's standard underwriting rate is \$15/spot.** A minimum of 30 spots is required for the initial flight of a single announcement, and these are scheduled as "run-of-station." There is presently an introductory offer for 20 spots of shorter length, please inquire if interested.

### KPTZ Underwriting Copy Guidelines

KPTZ's underwriting staff will help you construct your message. By adhering to FCC guidelines for best practices, your announcement will be legal and more importantly, it will be heard and well received by our station listeners.

- Maximum length is 25 seconds.
- Underwriting spots are pre-recorded by KPTZ volunteers.
- KPTZ maintains the responsibility to edit underwriting copy for compliance with FCC regulations and station policy.

**We simplify everything by managing the process,** from the contract through recording and production, then schedule for broadcast on air. Normally there is a maximum of two underwriting spots per hour. These are nominally priced, and since you are receiving the benefit of your contribution's value in on-air announcements, this is a true marketing benefit. And, underwriting is a business expense – so you are making a contribution with true promotional benefits. Also, our community business supporters are all displayed as links on the KPTZ.org's Underwriting page.

### In-Kind Announcements

Any trade of goods or services for on-air underwriting is subject to the station manager's advance approval. KPTZ's \$25/spot base rate for in-kind underwriting takes into consideration station overhead in scheduling, producing and broadcasting these announcements.

### What underwriting content is acceptable to the FCC?

Stations are allowed to identify, not advertise, commercial entities that provide general support for the station. This identification can include the following:

- Name of the business or entity,
- Location information,
- Website addresses,
- Value-neutral descriptions of a product or services,
- Brand names and trademarked slogans,
- Product or service descriptors that do not include qualitative language.

## What underwriting content is *not* acceptable to the FCC?

According to the FCC, the purpose of an underwriting message is to identify, rather than promote, noncommercial radio supporters. Each licensed broadcaster is expected to make reasonable, good faith judgments about language used in underwriting copy to ensure that the station adheres to this basic principle. Non-compliance can bring about stiff penalties.

- Price related information including discounts,
- Interest rates or references such as free, on sale or specials,
- Comparative or qualitative descriptions such as best, most reliable, largest selection, nationally acclaimed,
- Calls to action using the imperative demand, such as: learn more, come by, or try product.

## Examples of a 25-second Sustaining Underwriting Spot

*Support for KPTZ comes from Puget Sound Express. The Gray Whales have returned! Puget Sound Express offers guaranteed 4-hour whalewatching tours to see migrating whales as they visit the Salish Sea. Tours run until April 27th. Reservations at [pugetsoundexpress.com](http://pugetsoundexpress.com).*

*KPTZ is supported by First Federal, a community bank now offering the Straight Up CD, designed to help meet savings goals. First Federal offers checking and savings accounts to complement their Straight Up CD. More information at any First Federal branch or at [ourfirstfed.com](http://ourfirstfed.com).*

## Example of 10-second Basic Underwriting Spot

*Support for KPTZ is brought to you by Dancing Sky Studio, at Cherry and L Street, offering yoga for wellbeing. More at [yogaporttownsend.com](http://yogaporttownsend.com).*

## Terms and Conditions

**KPTZ accepts cash, checks, debit and credit card payments.** Full or first payment is due at signing of the contract.

- Services rendered by KPTZ are subject to suspension whenever the client payment is not received ahead of airtime.
- Agreement terms will be executed upon contract signing unless otherwise arranged. It very rarely happens, yet scheduling and underwriting rates are subject to change. KPTZ will notify the client as soon as possible for any such change.

