

MEDIAKIT



Be a part of KPTZ! Our achievements in broadcasting are made possible by the support of our community. Underwriting KPTZ is a WIN-WIN opportunity. By partnering with 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** KPTZ listeners about you.

KPTZ is proud to be the first non-profit, full-power radio station serving the NE Olympic Peninsula. Build awareness of your business or organization through KPTZ's underwriting and event sponsorship opportunities. The results of an FCC-commissioned survey determined that our potential broadcast listening audience exceeds 27,000 people. We have a class-A, 900-watt stereo FM signal with our tower located on N Jacob Miller Road in Port Townsend. The strongest signal reaches:

- East to Whidbey Island, Edmonds, Lynwood, and parts of Seattle
- West to Discovery Bay and Sequim, Port Angeles, and Forks
- South to Chimacum, Quilcene and beyond . . .
- North to the San Juan Islands and Victoria BC
- AND internationally thanks to our online streaming capabilities

Why radio? At home, in transit, in town, or deep in the country--radio is simply ubiquitous. It is uniquely, immediately, and universally effective communication technology.

INTRODUCTION TO UNDERWRITING

As KPTZ is a non-profit, non-commercial radio station, we do not accept any advertising. Instead, KPTZ underwriters and event sponsors receive on-air acknowledgements in exchange for financial contributions. 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 a uncluttered audio environment.** We simplify everything by managing the process from the contract, through recording and production, to broadcast. There are typically no more than three 20-second underwriting spots per hour. Your contribution can not be considered a 'charitable' donation, since you are receiving the benefit of your contribution's value in on-air announcements, which is a true marketing benefit. However, it is a business expense, which you may write-off on your taxes. Either way, underwriting is a contribution that yields true marketing benefits. Also, ALL Community Business Sponsors that have a website are linked to on our website's Underwriting page.

- Expand and **build brand awareness** by targeting an engaged, local audience.
- **Generate goodwill** in the community by linking your business with a civic, educational and cultural institution.
- **Enhance your image** and relationships with KPTZ members and volunteers by supporting a new yet essential community resource.
- Our listening audience reaches far beyond the Olympic Peninsula and internationally, **streaming live from kptz.org**

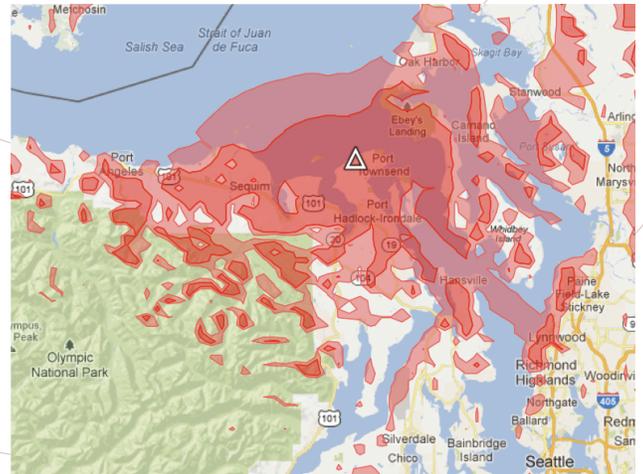
stream eclectic, authentic, community radio at kptz.org
call us at 360. 379. 6886 email us at underwriting@kptz.org

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Our Audience: Demographics & Values

KPTZ is a community radio station and not an NPR affiliate or 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. Our **KPTZ audience is eclectic and diverse, representing the cross section of life in our community.** Based on our current donors and volunteers, we know our supporters are achievers and opinion leaders, creative and bright. They are community-minded, supporting media, arts and culture. In addition, our signal reaches the many tourists visiting the region. Thanks to our 24/7 online streaming, we have members around the country and the globe, extending the KPTZ voice beyond the region.



KPTZ Coverage Map
Red areas = signal reach

Rates, Terms and Conditions

Standard Rates

KPTZ base underwriting rate is \$15/spot for “run-of-station”. A minimum of 10 spots is required for the initial purchase, with additional spots in increments of 10. Scheduling and underwriting rates are subject to change. KPTZ will notify the client at least two-weeks in advance of such changes.

Non-Profits

Fellow non-profits and grass roots organizations with budgets under \$100,000 receive the special \$10/spot rate.

Trades

Trades of goods or services are subject to the Station Manager’s advance approval. KPTZ’s \$18/spot base rate for trades is based on the fair market value of the product or service provided. The underwriter or sponsor will invoice KPTZ for the services performed so KPTZ can track the amount provided.

Terms and Conditions

KPTZ accepts cash, check, debit or credit card payment, and PayPal. Full or first payment due at signing of contract. We offer 5 different underwriting options depending on your desired number of on-air spots. Become a Sustaining Underwriter and receive 5 free spots when you sign a 3-month contract, or 30 free spots for a 6-month contract.

- Services rendered by KPTZ are subject to suspension whenever the client payment is not received by the 10th day of any given month (or applicable Net 14 terms) upon execution of agreement terms.

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- Underwriters selecting the automatic payment option will receive an invoice itemizing their payment schedule.
- Agreement terms will be executed as of the first day of the month following the contract signing unless otherwise arranged.
- KPTZ's failure to satisfy agreement terms for any reason shall not constitute breach of agreement. KPTZ's only obligation shall be to offer either a pro-rated refund of funds, reassignment or extension of contract period by mutual consent.

KPTZ Underwriting Copy Guidelines

- Maximum length is 20 seconds.
- Underwriting spots are pre-recorded by KPTZ voiceover talents.
- The name of the underwriter's business or organization may be included a maximum of twice per spot.
- KPTZ reserves the right to edit underwriting copy so that it complies with FCC regulations and station policy.

KPTZ's underwriting team, will help you construct your message. By following public radio regulations and our station's policy, your announcement will be legal and more importantly it will be well received by our public radio listeners.

What underwriting copy is acceptable to the FCC?

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

- The name of the person or entity
- Location information
- Telephone numbers and website addresses
- Value-neutral descriptions of a product line or service
- Brand and trade names
- Product or service listings that do not include qualitative or comparative language

What underwriting copy is NOT acceptable to the FCC?

- Price related information including discounts, interest rates or references such as "free" - "on sale" - "specials"
- Comparative or qualitative descriptions such as "best" - "most reliable" "largest selection" "nationally acclaimed" - "award-winning" - "exclusive dealer"
- Calls to action such as "call us" - "come by" - "try brand x"

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According to the FCC, the purpose of an underwriting message is to “identify, rather than promote” public radio donors. Each public 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 lead to stiff penalties.

Examples of 20-second Underwriting Announcements:

"Support for KPTZ is provided by The Chimacum Corner Farmstand, supporting local agriculture and bringing healthy "FOOD FROM HERE" to our rural community. Open daily 9-7 at the 4-way stop in downtown Chimacum. Online ordering of local foods, crafts and holiday gifts on the web at chimacumcorner.com."

"Support for KPTZ is provided by Crossroads Music, located at 2100 Lawrence Street, offering quality guitars, ukuleles, banjos, mandolins and much more. Authorized dealer of C.F. Martin, Taylor, National Resophonic and other instruments and accessories. On the web at [crossroads\(hypen\)music.com](http://crossroads(hypen)music.com)."

"Support for KPTZ is provided by Jefferson Healthcare, with eight primary care clinics and a hospital with medical teams dedicated to exceptional patient care and health services. Clinics are conveniently located in Port Townsend, Port Ludlow and Quilcene. More information on the web at jeffersonhealthcare.org."

"Support for KPTZ is provided by Sideshow Variety - Port Townsend's destination for the weird and wonderful, and home of the only vintage black and white photo booth on the Peninsula. Located at 630 Water Street and on Facebook."

Termination

Either party may terminate their contract with a thirty-day written notice before execution for a full refund. Any account over 90-days past due is subject to immediate termination and benefit cancelation.

For more information and to get started creating your underwriting spots on KPTZ 91.9 FM, contact:

Visit Us:
1925 Blaine Street
PT, WA 98368

Underwriting Accounts Manager
Community Business Support
Email: underwriting@kptz.org
Phone: 360.379.6886

Mailing Address:
PO Box 2091
PT, WA 98368

CONTRACT

KPTZ Underwriting Contract

Date: / /

Business Name KPTZ Radio Port Townsend
 Representative _____
 Email underwriting@kptz.org
 Phone 360.379.6886
 Web Address kptz.org
 Mailing Address P.O. Box 2091 Port Townsend WA 98368

Business Name _____
 Representative _____
 Email _____
 Phone _____
 Web Address _____
 Mailing Address _____

Community Business Support - Community Membership Card Partner

\$	Payment Schedule	Benefits
\$120	3 months	Beginning Fall 2013 your business and its KPTZ member-offered specials/promotions/discounts listed on our website.

Community Business Support - Underwriting Payment Options

\$	# of Spots	Cost/Spot	Savings	Additional Benefits
\$150	10	\$15		
\$300	22	\$13.63	2 free spots	

Sustaining Underwriters - Payment Options & Benefits:

\$	Payment Schedule	Monthly Payment	# of Spots	Cost/Spot	Savings	Additional Benefits
\$450	3 months	\$150/month	35	\$12.68	5 free spots	-May change script one time -Mentioned on air during fundraisers -Your business included on our Community Membership Card
\$900	6 months	\$150/month	90	\$10	30 free spots	-Mentioned on air during fundraisers -Coupon placement in our quarterly member newsletter -Your business included on our Community Membership Card with up to 1 change of specials after 3 months if requested -3 possible script changes
\$1800	12 months	\$150/month	180	\$10	60 free spots	-Mentioned on air during fundraisers -Coupon placement in our quarterly member newsletter -Your business included on our Community Membership Card with 1 change of specials after 3 months if requested -Yearly option available at a 10% discount for a total of \$1,620 -6 possible script changes per year

CONTRACT

KPTZ Underwriting Contract, page 2

Method of Payment: Cash/Check/Visa/MC/Paypal

paid in full

Name on Card: _____

Card Number: _____ Code: _____

Expiration Date: ____/____ Address same as above Y/N

Check Number: _____ Address: _____

Payment Plan Due Dates: payment 1 ____ 2 ____ 3 ____ 4 ____ 5 ____ 6 ____

Business Name:

Date: / /

In exchange for your contribution to KPTZ, we will acknowledge your support over the air with your announcement, constructed with the help of our underwriting team.

Additional information for underwriting copy:

Voiceover Preference: Male / Female

Number of spots _____

Requested Frequency: time of day _____ Days of week (circle) M T W Th F Sa Su

Length of Run _____ Beginning Date: _____ End Date: _____

I understand that KPTZ will broadcast underwriter credit announcements in accordance with Federal Communications Commissions regulations, acknowledge the underwriter's generous contribution in support of KPTZ. Credit announcements shall be consistent with the guidelines established by federal and state laws and station guidelines and policies. All terms and conditions of the "Media Kit" are adopted in this Contract by this reference.

Signature of Business Representative _____ Date _____

Signature of KPTZ Representative _____ Date _____

Sustaining Underwriter gives KPTZ permission to, and will provide a JPG logo file for, display on our website, in our newsletter and other KPTZ materials, to show appreciation to our Community Business Supporters.

Thank you for becoming a KPTZ Radio Port Townsend Underwriter. We appreciate your support!

Final Copy Approved- Date: _____ KPTZ Representative's Initials: _____