

KHOI invites you to become an Underwriter

KHOI 89.1FM is a non-commercial community-based radio, with the mission to: ***Build community through communication.***

KHOI engages and trains community members in producing relevant locally-hosted programs to Central Iowa. Nationally recognized syndicated news and cultural programs supplement local programs.

Programs are 50% music and 50% talk. We use the airwaves to encourage greater understanding of events, issues, and values that shape and transform our community.

We are inviting you to help in community-building by supporting local media.

Thank you for your interest,

KHOI 89.1 FM Community Radio 515-292-2878

410 Douglas Ave www.khoifm.org

Ames, IA 50014 **khoiradio@gmail.com**

The Benefits of Underwriting

There are over 200,000 people in KHOI's listening area. Underwriting is a unique way for you to connect in a positive and mutually beneficial way.

The most significant benefit of underwriting is recognition for your support of KHOI’s mission and local community media. You also have opportunity to deliver an brand statement, announcement, or specific message on the air.   
  
Through KHOI, you connect with listeners who appreciate your community support. You can reach a targeted audience by selecting programing attracts those listeners. Unlike commercial radio, which usually focuses on specific markets, KHOI connects with listeners of many demographics.

KHOI will also list underwriters on the KHOI web site: khoifm.org with a contact number and/or link to the underwriter’s site.

What is Underwriting?

When you provide underwriting, we make on-air acknowledgments of your support, along with a brief statement you request.

Underwriting statements are not considered advertising, which is not allowed on KHOI by the Federal Communications Commission, since we are legally classified as noncommercial radio. The Federal Communications Commission restricts the content of underwriting to language deemed “non-competitive in nature.” Noncommercial underwriting messages **MAY** contain the following language:

* Name of Underwriter
* Underwriter's address, web site, and phone number
* Brand or trade name of the underwriter's product or event
* Underwriter's product or event
* Underwriter's slogan as long as it's not promotional in a competitive or exclamatory way
* Length of time underwriter has been in business
* Value-neutral description of an event with a date, service, or product

It **MAY NOT** Contain the following language:

* Language that is overtly promotional and competitive in nature
* Comparative or qualitative language; hyperbolic language (“Great...” etc)
* Repetition of information
* First person statements (“I urge you...”
* Any reference or allusion to cost (including “free”), discounts, or sales
* Calls to action (directly telling the listener to do something)
* Inducements to buy, sell, or lease
* Pre-produced announcements or music beds. KHOI staff will do voicing.

**KHOI Underwriting Rates**

|  |  |  |  |
| --- | --- | --- | --- |
| **6am-9am Peak**essages per week | 13 weeks | 26 weeks | 52 weeks |
| 1 | $130.00 | $260.00 | $520.00 |
| 2 | $247.00 | $494.00 | $988.00 |
| 3 | $351.00 | $702.00 | $1,404.00 |
| 4 | $416.00 | $832.00 | $1,664.00 |
| 5 | $488.00 | $976.00 | $1,952.00 |

**9am-4pm Normal**

|  |  |  |  |
| --- | --- | --- | --- |
| Messages per week | 13 weeks | 26 weeks | 52 weeks |
| 1 | $104.00 | $208.00 | $416.00 |
| 2 | $196.50 | $393.00 | $786.00 |
| 3 | $288.00 | $576.00 | $1,152.00 |
| 4 | $332.80 | $665.60 | $1,331.20 |
| 5 | $390.00 | $780.00 | $1,560.00 |

**4pm-8pm Peak**

|  |  |  |  |
| --- | --- | --- | --- |
| Messages per week | 13 weeks | 26 weeks | 52 weeks |
| 1 | $130.00 | $260.00 | $520.00 |
| 2 | $247.00 | $494.00 | $988.00 |
| 3 | $351.00 | $702.00 | $1,404.00 |
| 4 | $416.00 | $832.00 | $1,664.00 |
| 5 | $488.00 | $976.00 | $1,952.00 |

**8pm-12am Normal**

|  |  |  |  |
| --- | --- | --- | --- |
| Messages per week | 13 weeks | 26 weeks | 52 weeks |
| 1 | $104.00 | $208.00 | $416.00 |
| 2 | $196.50 | $393.00 | $786.00 |
| 3 | $288.00 | $576.00 | $1,152.00 |
| 4 | $332.80 | $665.60 | $1,331.20 |
| 5 | $390.00 | $780.00 | $1,560.00 |

**12am-6am Overnight**

|  |  |  |  |
| --- | --- | --- | --- |
| Messages per week | 13 weeks | 26 weeks | 52 weeks |
| 1 | $65.00 | $130.00 | $260.00 |
| 2 | $123.50 | $247.00 | $494.00 |
| 3 | $175.50 | $351.00 | $702.00 |
| 4 | $208.00 | $416.00 | $832.00 |
| 5 | $244.00 | $488.00 | $976.00 |

**Sponsor a KHOI 89.1 FM Radio Show!**

KHOI invites you to sponsor (underwrite) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_for $100.00 a month.  
  
Sponsoring a specific show gives you a special relationship to the host, the show’s mission, and the particular listeners that love to listen to it. Your sponsorship expresses your support for the time, dedication, and talent that makes the show happen. And for all of the volunteers that make KHOI radio possible. Sponsorship enables you to deliver a message or have your brand made known to the listeners.

Photo

Description of the show