

1300 W. PARK ST. BUTTE, MT 59701 (406) 496-1071



Benefits of Underwriting with KMSM

Reach Your Target Market

Underwriting gives you the ability to reach a growing, weekly audience of diverse listeners who share many diverse interests and lifestyles. These listeners are in our community and also worldwide through online listenership.

Enhance Image

Underwriting is a cost effective, highly targeted marketing tool that brands the name of your business in the hearts and minds of our listeners.

Clutter-free environment

Your sponsorship messages are offered in a clutter-free environment allowing your message to have a stronger impact with KMSM listeners since they are more likely to listen to sponsorship breaks.

Tax-deductible

KMSM is a non-profit, non-commercial radio station. Consult your tax preparer for more details.



The KMSM programming varies every day; this will give your business the chance to reach new audiences daily. To view the schedule, or gain any more information on KMSM, please visit us on the web at the following locations:

- www.KMSMFM.org
- Facebook-MontanaTech Kmsm-fm
- Facebook-107.1 KMSM-FM
- www.MTech.edu
- Twitter-@KMSMFM
- Myspace-kmsmfm1071

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RATE CARD

Package Options:

KMSM Booster Program

- 5 live on-air acknowledgements per week for one month

Monthly \$50

KMSM Underwriter Program

- 2 on-air (pre-recorded) acknowledgements per week at chosen times
- Even Rotation of live on-air acknowledgements
- Your business logo featured on www.KMSMFM.org

\$250 Per Semester/Summer*

Annual Price \$600

Gold Support

- 4 on-air (pre-recorded) acknowledgements per week at chosen times
- Even Rotation of live on-air acknowledgements
- Your company name will be mentioned in sponsorship with KMSM promotional events, awareness campaigns, and Montana Tech public service announcements
- Your business logo featured on www.KMSMFM.org

\$400 Per Semester/Summer*

Annual Price \$1000

Copper Support

- All Benefits included Gold Support, plus:

- 4 on-air (pre-recorded) support announcement sponsorship per week**
- Linkable Online Audio Acknowledgement www.KMSMFM.org
- Linkable business logo featured on www.KMSMFM.org

\$500 Per Semester/Summer*

Annual Price \$1200



*A Semester/Summer is a 16 week program. Donation benefits will begin the month following the donation and last for 16 weeks plus any additional days or weeks to end of month.

** support announcement sponsorship Times are determined by station staff

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107.1 KMSM FM Sponsorship Policies

Run Times for Your Acknowledgements:

- All on-air spots are broadcast between 8AM and 2AM, Monday through Sunday. Additional spots are run with even rotation between 2AM and 8AM.
- KMSM FM 107.1 management maintains the right to determine the final draft of any broadcast script to ensure compliance with all FCC rules and regulations.

Exchanges and Refunds:

As a volunteer-based University radio station, unavoidable circumstances beyond our control may occasionally arise that prevent KMSM FM 107.1 from broadcasting scheduled spots or providing services as mutually agreed in writing. In such instances, and by approval from the General Manager, KMSM FM 107.1 responsibility shall be limited to a rescheduling of scheduled spots, or other consideration promised in the terms of the agreement.

Upfront Contributions:

KMSM reserves the right to require full, up-front payment from contributors if they are

- A first-time contributor
- Their contribution total is \$200 or less
- The contributor has a history of not submitting previously-pledged contribution in a timely manner.

Any outstanding balances on previous agreements must be fulfilled prior to the authorization of any new agreements with the same contributor, unless otherwise authorized by the General Manager.

Other Terms and Conditions:

KMSM FM 107.1 reserves the right to refuse contributions from any person, organization, business or other enterprise, as deemed appropriate to promote the interests of our station, the loyalty of our listeners, and the integrity of our programming. Contributors to KMSM FM 107.1 maintain no control, rights of ownership or privileges related to the content of underwritten programs or the general operation or programming of KMSM FM 107.1. In addition, Contributors shall have no liability for KMSM FM 107.1 programming beyond the terms agreed upon within their signed Sponsorship Agreement.



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Underwriting Guidelines*

Your KMSM representative will work with you to craft a message to help you accomplish your goals.

Sponsorship messages are approximately 20 seconds in length and may include:

- Business name, street address, and city of your business.
- Your telephone number and/or website
- Value-neutral descriptions of your products or services
- Brand or trade names you carry
- Historical information, such as length of time in business

Sponsorship messages may not include:

- Comparative or superlative language (no "largest," "best," etc.)
- Mention of price—no interest rates, discounts, sales or savings
- Promotions or calls to action ("call," "come by," "be sure to," etc.)

** All underwriting messages must comply with regulations established by the Federal Communications Commission (FCC) for noncommercial public broadcasting.*



Example Script

THE COFFEE PLANT

PROGRAMMING ON KMSM IS SUPPORTED BY THE COFFEE PLANT, FEATURING FRESH ROASTED COFFEE BEANS, CUISINE SANDWICHES, AND HIGH SPEED WIRELESS INTERNET ACCESS. LOCATED IN BUTTE, JUST BETWEEN INTERSTATE NINETY-FIVE AND FRONT STREET. MORE INFORMATION ON THE COFFEE PLANT IS AVAILABLE BY PHONE AT 406.555.1234 OR ONLINE AT THE COFFEE PLANT DOT COM.



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Underwriter Agreement and Donation Statement:



Business: _____

Owners or Manager Name(s): _____

Address: _____

Phone Number: _____ Email (optional): _____

Semester(s) Supported:

Spring 2011 ____ Summer 2011 ____ Fall 2011 ____ Spring 2012 ____ Summer 2012 ____

Start Date _____ End Date _____

The above mentioned business agrees to underwrite KMSM's programming for the marked semester(s). The business agrees to donate money or services (_____) equal to the chosen package to offset programming costs/support the station:

- Booster**
- Underwriter**
- Gold**
- Copper**

Times:



In return for payment, the underwriter's name, address, phone number, and a statement about the business will be aired with an approved script and the business will be noted as a supporter of KMSM. Thank you for underwriting KMSM 107.1 FM. If you have any questions or comments, please feel free to contact the station.

Underwriter's signature: _____

Date: _____

KMSM Presenter: _____

Date: _____

General Manager: _____

Date: _____

Jason Wilhelm-General Manager
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