

PROMOTE YOUR BUSINESS WITH KNCT-FM

Highly successful businesses understand the importance of advertising as well as the importance of social responsibility. What if you could do both and save money? Sponsoring a KNCT-FM public service program is the best way to promote your business while at the same time demonstrating a commitment to giving back to the community.

Why Promote?

- Promotion replaces the 20%-30% of customers lost annually.
- Promotion reaches people as they make buying decisions today.
- Promotion builds “Top of Mind Awareness”-they think of you first.
- Your competition is promoting their business and so should you.

Why Promote with KNCT-FM?

- Promotes social responsibility-Your sponsorship supports programs that benefit the public.
- Is affordable-We have plans to fit most marketing budgets.
- Is tax deductible-As a non-profit, your sponsorship is also a tax deduction.
- Gets to audiences with buying power-studies show that people who listen to public radio are typically more educated and affluent.



Radio is affordable 7 days per week

No Additional Production Fees

Producing a promotions spot with KNCT-FM is extremely cost effective as there are no additional fees associated with production. Our studios are accessible to businesses and our on-air talent would be happy to record your promotional spot for you. Call us **877-533-5628** and schedule an appointment today, email us at laury.sisko@knct.org, or visit us online at KNCT.org



KNCT-FM PROMOTIONS RATE CARD

Unless otherwise noted, spots have a length of ~30 seconds or less. Call for custom and non-profit rates 877-533-5628.

HD 1 Programing	Single Spot Rate	Weekly	Monthly	Annual	Exclusive Underwriter
Sunday Gathering – Sunday -7:00am Intro & Outro	\$70/1 @ :30	\$100/2 spots (\$50/spot)	\$250/8 spots (\$31.25/spot)	\$3000/104 spots (\$28.85/spot)	\$3636/104 spots @ (\$28.85/spot)+ online banner @ (\$53 Month)
Bill Hecke WeatherCenter – Every hour at :45 and additionally Weekdays at 6:20am and 7:15am – Intro only	\$40/1 @ :30	\$200/94 spots (\$2.13/spot) Intro only	\$400/376 spots (\$1.07/spot) Intro only	\$4500/4888 spots (\$0.93/spot) Intro only	\$9000/9776 spots @ (\$.93/spot) INTRO AND OUTRO + online banner @ (\$53 Month)
Gospel Memories Radio Show Sunday 6:00am - Intro & Outro	\$25/1 @ :30	\$40/2 spots (\$20/spot)	\$150/8 spots (\$18.75/spot)	\$1000/104 spots (\$9.62/spot)	\$1636/104 spots @ (\$9.62/spot)+ online banner @ (\$53 Month)
Sock Hop Saturday Night – Saturday 10:00pm Intro & Outro	\$30/1 @ :30	\$45/2 spots (\$22.50/spot)	\$150/8 spots (\$18.75/spot)	\$1500/104 spots (\$14.43/spot)	\$2136/104 spots @ (\$14.43/spot)+ online banner @ (\$53 Month)
Music & the Spoken Word- Sunday 9:20am Intro & Outro	\$25/1 @ :30	\$40/2 spots (\$20/spot)	\$150/8 spots (\$18.75/spot)	\$1500/104 spots (\$14.43/spot)	\$2136/104 spots @ (\$14.43/spot)+ online banner @ (\$53 Month)
Big Band Sunday - 12pm-6pm Sundays	\$25/1 @ :30	\$40/4 spots (\$10/spot)	\$100/16 spots (\$6.25/spot)	\$1100/208 spots (\$5.29/spot)	\$1736/208 spots + @ (\$5.29/spot)+ online banner @ (\$53 Month)
Voice of Texas Veterans- Sunday 3:30pm - Intro & Outro	\$25/1 @ :30	\$40/2 spots (\$20/spot)	\$150/8 spots (\$18.75/spot)	\$1500/104 spots (\$14.43/spot)	\$2136/104 spots @ (\$14.43/spot)+ online banner @ (\$53 Month)
Roving Reporter- Sunday 1:30pm Intro & Outro	\$25/1 @ :30	\$40/2 spots (\$20/spot)	\$150/8 spots (\$18.75/spot)	\$1500/104 spots (\$14.43/spot)	\$2136/104 spots @ (\$14.43/spot)+ online banner @ (\$53 Month)
Swingin' Down the Lane w/David Miller- Sunday 6:00pm Intro & Outro	\$25/1 @ :30	\$40/2 spots (\$20/spot)	\$150/8 spots (\$18.75/spot)	\$1500/104 spots (\$14.43/spot)	\$2136/104 spots @ (\$14.43/spot)+ online banner @ (\$53 Month)
The Sound of Texas – Weekdays 6:30am & 12:30pm Intro & Outro	\$40/1 @ :30	\$50/10 spots (\$5/spot)	\$180/40 spots (\$4.50/spot)	\$2000/520 spots (\$3.85/spot)	\$2636/520 spots @ (\$3.85/spot)+ online banner @ (\$53 Month)
StarDate – Weekdays 5:57am & 4:57pm, Sat 8:20am Intro & Outro	\$40/1 @ :30	\$50/12 spots (\$4.17/spot)	\$180/48 spots (\$3.75/spot)	\$500/624 spots (\$0.81/spot)	\$1136/624 spots @ (\$0.81/spot)+ online banner @ (\$53 Month)
EarthDate – Weekdays 8:30am & 3:30pm, Sat. & Sun. 10:30am Intro & Outro	\$40/1 @ :30	\$50/14 spots (\$3.58/spot)	\$180/56 spots (\$3.22/spot)	\$500/728 spots (\$0.69/spot)	\$1136/728 spots @ (\$0.69/spot)+ online banner @ (\$53 Month)
Science & the Sea– Weekdays 9:30am & 2:30pm Intro & Outro	\$40/1 @ :30	\$50/14 spots (\$3.58/spot)	\$180/56 spots (\$3.22/spot)	\$500/728 spots (\$0.69/spot)	\$1136/728 spots @ (\$0.69/spot)+ online banner @ (\$53 Month)
SoundBeat – Weekdays 10:30am & 1:30pm Intro & Outro	\$40/1 @ :30	\$50/10 spots (\$5/spot)	\$180/40 spots (\$4.50/spot)	\$2000/520 spots (\$3.85/spot)	\$2636/520 spots @ (\$3.85/spot)+ online banner @ (\$53 Month)
The Senior Report - Saturday 9:20am - Intro & Outro	\$20/1 @ :30	\$30/2 spots (\$15/spot)	\$100/8 spots (\$12.50/spot)	\$1000/104 spots (\$9.62/spot)	\$1636/104 spots @ (\$9.62/spot)+ online banner @ (\$53 Month)
Community Contact- Monday 6:15pm Intro & Outro	\$20/1 @ :30	\$30/2 spots (\$15/spot)	\$100/8 spots (\$12.50/spot)	\$250/104 spots (\$2.41/spot)	\$886/104 spots @ (\$2.41/spot)+ online

					banner @ (\$53 Month)
Programming	Single Spot Rate	Weekly	Monthly	Annual	Exclusive Underwriter
Hobby Memorial Library-Tuesday 6:15pm Intro & Outro	\$20/1 @ :30	\$30/2 spots (\$15/spot)	\$115/8 spots (\$14.38/spot)	\$1400/104 spots (\$13.47/spot)	\$2036/104 spots @ (\$13.47/spot)+ online banner @ (\$53 Month)
On the Dock - Wednesday & Friday 6:15pm Intro only	\$20/1 @ :30	\$30/2 spots (\$15/spot)	\$115/8 spots (\$14.38/spot)	\$1400/104 spots (\$13.47/spot)	\$2036/104 spots @ (\$13.47/spot)+ online banner @ (\$53 Month)
I-13 Sports - Thursday 6:15pm Intro & Outro	\$20/1 @ :30	\$30/2 spots (\$15/spot)	\$115/8 spots (\$14.38/spot)	\$1400/104 spots (\$13.47/spot)	\$2036/104 spots @ (\$13.47/spot)+ online banner @ (\$53 Month)
The Softer Side with Carl Rossi – Friday -5:00pm In & Out	\$20/1 @ :30	\$30/2 spots (\$15/spot)	\$100/8 spots (\$12.50/spot)	\$1000/104 spots (\$9.62/spot)	\$1636/104 spots @ (\$9.62/spot)+ online banner @ (\$53 Month)
USO Report - Sunday 1:30pm Intro & Outro	\$25/1 @ :30 \$30/1 @ :60	\$50/2 spots (\$25/spot)	\$150/8 spots (\$18.75/spot)	\$1700/104 spots (\$16.35/spot)	\$2336/104 spots @ (\$16.35/spot)+ online banner @ (\$53 Month)
Community Service Initiative	\$25/1 @ :30 \$30/1 @ :60	N/A	N/A	N/A	NEGOTIABLE
Website Banner		\$5	\$20	\$53	N/A
Studio Sessions/Special Programs	\$25/1 @ :30 \$30/1 @ :60	N/A	N/A	\$250 Per Show	Call for Current Rates

HD-2 Programming (NEST-FM)	Single Spot Rate	Weekly	Monthly	Annual	Exclusive Underwriter
Music programming Run of schedule x5 daily	\$25/1 @:30	\$75/35 spots (\$2.15/spot)	\$250/140 spots (\$1.79/spot)	\$1000/1820 spots (\$0.55/spot)	N/A
Travel with Rick Steves Saturday 5pm Intro & Outro	\$30/1 @ :30	\$45/2 spots (\$22.50/spot)	\$150/8 spots (\$18.75/spot)	\$1500/104 spots (\$14.43/spot)	\$2136/104 spots @ (\$14.43/spot)+ online banner @ (\$53 Month)

Call 877-533-5628 or email Laury.Sisko@KNCT.org to find out how your business can benefit from sponsoring one or more KNCT-FM programs. You can also visit KNCT.org to download our current rate card.