



## BECOME AN UNDERWRITER TODAY!

Simply Beautiful 91.3FM is a non-commercial, non-profit, public radio station. Therefore, it is unable to sell advertisements as is the practice on commercial radio. However, public radio *can* acknowledge donor support through underwriting. This is the significant difference between public and commercial radio. A commercial radio station runs advertising paid for by advertisers. In contrast, businesses, foundations and other organizations make contributions by sponsoring events and by underwriting programs and content on public radio.

On-air announcements may contain:

- Donor's established and standard logo;
- Phone number;
- Location information and business hours;
- Value neutral descriptions of product lines or services;
- Brand/trade names and product or service listings that do not include qualitative, quantitative, or comparative language; and,
- Music beds and/or sound effects.

### ***Why use Simply Beautiful 91.3FM for Your Underwriting Needs?***

- Underwriting with Simply Beautiful 91.3FM demonstrates good corporate citizenship by showing your commitment to the community, its people and institutions.
- KNCT-FM broadcasts in high definition (HD).
- Underwriting provides an opportunity for a company or organization to associate itself with radio programming intended to educate, entertain and enrich the community.
- Underwriting creates a long-term bond with loyal public radio listeners and the message becomes a part of their daily activities.
- An underwriting message is concise and broadcast in an environment free from commercial clutter, thus increasing its impact.
- A business or organization may be featured on KNCT-FM's website ([www.KNCT.org](http://www.KNCT.org)), thus providing additional exposure.
- Tax-deductible donation as KNCT-FM is a not-for-profit!



## WHAT IS HD RADIO?

HD radio technology enables AM & FM radio stations to broadcast programs digitally. All KNCT-FM programming is broadcast in HD. This enhances the sound quality of underwriting spots broadcast on Simply Beautiful 91.3FM.

Here are the advantages of underwriting with KNCT-FM in HD:

- FM station with CD-quality sound
- No station drop-off
- No static
- Crystal-clear reception with no audio distortion
- New sub-channels for additional underwriting opportunities and better quality of sound.

### **STREAM KNCT-FM FROM THE WEB**

KNCT-FM's programming is streamed over the Internet 24 hours each day. The station's programming may be picked up globally by visiting [www.KNCT.org](http://www.KNCT.org) and clicking the "Listen to Simply Beautiful" toward the top of the home page.

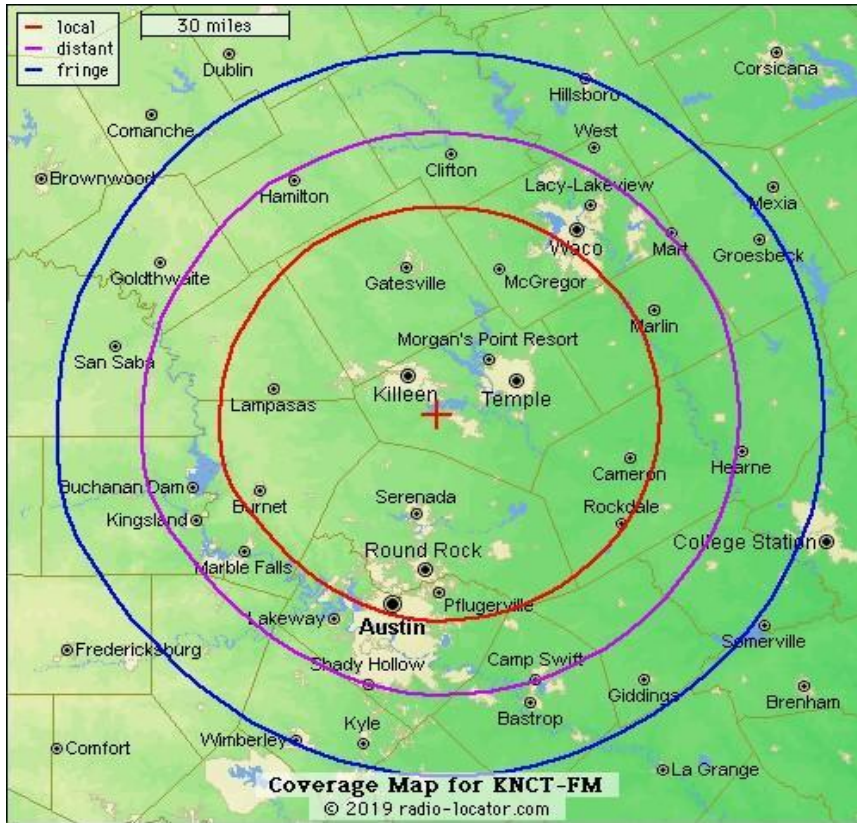
The internet stream is also available via various music apps such as **TuneIn**.

### **The Fine Print**

The on-air recognition that is provided must adhere to the policies of the Federal Communications Commission with regard to donor recognition for non-commercial stations. Underwriting announcements run 15- or 30-seconds on-air mentions for monetary or service donations to quality public programming from businesses or non-profit organizations. The underwritten spots are not to contain "call to action" statements such as "Buy this product/service!" The spots may not include any inducements to buy, sell, rent, or lease a product or utilize a service.

Acknowledgements must be value neutral with no superlative language (e.g., "The best company around!").

# COVERAGE MAP AND DEMOGRAPHICS



Our highest percentage of listeners lie between the ages 61 to 70, but we have listeners of all ages!

KNCT-FM can be heard all throughout the Central Texas area with the best reception being within the red circle below. Killeen, Temple, Lampasas, Round Rock, Waco, Gatesville and Austin, as well as MANY other communities, can all receive Simply Beautiful 91.3 and NEST-FM.

And KNCT-FM's programming is streamed over the Internet 24 hours each day giving you a global audience. The station's programming may be picked up by visiting [www.KNCT.org](http://www.KNCT.org) and clicking the "Listen to Simply Beautiful" toward the top of the home page.

Give Laury Sisko a call at (877)533-5628 to see what KNCT-FM can do for you!



# KNCT-FM Underwriting Fees

## **SIMPLY BEAUTIFUL PROGRAMMING** (Run of the schedule between 6 a.m. and 6 p.m.)

<b>NO. OF MENTIONS</b>	<b>COST PER MENTION</b>	<b>TOTAL AMOUNT</b>
10	\$15	\$150
20	\$12.50	\$250
60	\$7.00	\$420
80	\$6.88	\$550
120	\$6.25	\$750

## **SPECIFIC PROGRAMMING**

(e.g., Sports, News and Programs, Gospel, Weather, HD-2 programming)

*See Rate Card*

*For any inquiries regarding Underwriting,  
please reach out to Laury Sisko at 254-526-1442  
or email [Laury.Sisko@KNCT.org](mailto:Laury.Sisko@KNCT.org)*

*We would love to discuss solutions for your business with you!*



# KNCT-FM OUTSIDE CONTENT PRODUCTION PROGRAMMING & FEES

KNCT-FM proudly airs public affairs programming each week. Many of these programs are produced and/or hosted by local community organizations and businesses.

**KNCT-FM welcomes new additions to its first-rate programming schedule.**

Potential content providers are asked to provide the following information to assist the staff in determining whether a program idea is feasible for airing on the station:

- Proposed name of show
- Proposed host(s) of show
- Producer of show
- Length of show
- Purpose of show
- Summary of proposed program’s mission, vision, goals and objectives

PROGRAM LENGTH	WEEKLY FEE
30 minutes	\$100
60 minutes	\$200

Weekly program fees may be offset by the acquisition of underwriting sponsors. Content providers are encouraged to secure sponsorship on their own, with the option to retain all monies raised in excess of the fee due each week. Sponsor messages must meet all criteria for underwriting messaging as above.

KNCT-FM can also work with content providers on all marketing and promotional aspects of the program.

***For any inquiries regarding Underwriting, please reach out to Laury Sisko at 254-526-1442 or email [Laury.Sisko@KNCT.org](mailto:Laury.Sisko@KNCT.org) We would love to discuss solutions for your business with you!***

# 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](mailto:laury.sisko@knct.org), or visit us online at [KNCT.org](http://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 – <b>Intro only</b>	\$40/1 @ :30	\$200/94 spots (\$2.13/spot) <b>Intro only</b>	\$400/376 spots (\$1.07/spot) <b>Intro only</b>	\$4500/4888 spots (\$0.93/spot) <b>Intro only</b>	\$9000/9776 spots @ (\$.93/spot) <b>INTRO AND OUTRO</b> + 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)
<b>Programming</b>	<b>Single Spot Rate</b>	<b>Weekly</b>	<b>Monthly</b>	<b>Annual</b>	<b>Exclusive Underwriter</b>
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	<b>NEGOTIABLE</b>
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

<b>HD-2 Programming (NEST-FM)</b>	<b>Single Spot Rate</b>	<b>Weekly</b>	<b>Monthly</b>	<b>Annual</b>	<b>Exclusive Underwriter</b>
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](mailto: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](http://KNCT.org) to download our current rate card.**