# Business Underwriting

## PRICE OPTIONS

### LONG

**Sustaining Underwriters / 20 Second Spots**

<table>
<thead>
<tr>
<th>$</th>
<th>Spots</th>
<th>Plan</th>
<th>Monthly</th>
<th>Per Spot</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| $600| 30    | 3 months  | $200    | $20      | **One script**  
Web logo link to business website on KPTZ.org                           |
| $1,200| 60   | 6 months  | $200    | $20      | **Two scripts**  
Web logo link to business website on KPTZ.org  
Plus: On-air Thank-Yous                                                    |
| $2,400| 120  | 12 months | $200    | $20      | **Four scripts**  
Web logo link to business website on KPTZ.org  
Plus: On-air and social media Thank-Yous                                   |

### SHORT

**Intro Package 10 Second Spots**

<table>
<thead>
<tr>
<th>$</th>
<th>Spots</th>
<th>Per Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>$280</td>
<td>20</td>
<td>$14</td>
</tr>
</tbody>
</table>

**Annual Weekly 10 Second Spots**

<table>
<thead>
<tr>
<th>$</th>
<th>Spots</th>
<th>Per Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>$728</td>
<td>52</td>
<td>$14</td>
</tr>
</tbody>
</table>

**Long KPTZ Spots** feature name and location of business, including value-neutral description of products or services, and close with contact information or website.

**Short KPTZ Spots** contain name, location and brief location of business, closing with contact information or website. One script for the duration of the contract.

**Spot Placement** in KPTZ’s daily schedule, and the number of times it airs each week, can be requested by the underwriter and will be assigned based on availability of underwriting slots.

January 2022