



Business Underwriting

PRICE OPTIONS

LONG Sustaining Underwriters / 20 Second Spots

\$	Spots	Plan	Monthly	Per Spot	Benefits
\$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

\$	Spots	Per Spot
\$280	20	\$14

Annual Weekly 10 Second Spots

\$	Spots	Per Spot
\$728	52	\$14

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 description 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.