

KPTZ UNDERWRITING RATES

Standard Rates

KPTZ base underwriting rates are \$15/spot for "run-of-station". A minimum of 10 spots is required for the initial purchase, with additional spots in increments of 10. Scheduling and underwriting rates are subject to change. KPTZ will notify the client at least two-weeks in advance of such changes.

Non-Profits

Fellow non-profits and grass roots organizations with budgets under \$100,000 receive the special \$10/spot rate.

Trades

Trades of goods or services are subject to the Station Manager's advance approval. KPTZ's \$18/spot base rate for trades is based on the fair market value of the product or service provided. The underwriter or sponsor will invoice KPTZ for the services performed so KPTZ can track the amount provided.

**For more information
contact:**

Lee Erickson

*Community Business Support
Underwriting Accounts Manager*

PO Box 2091 PT WA 98368

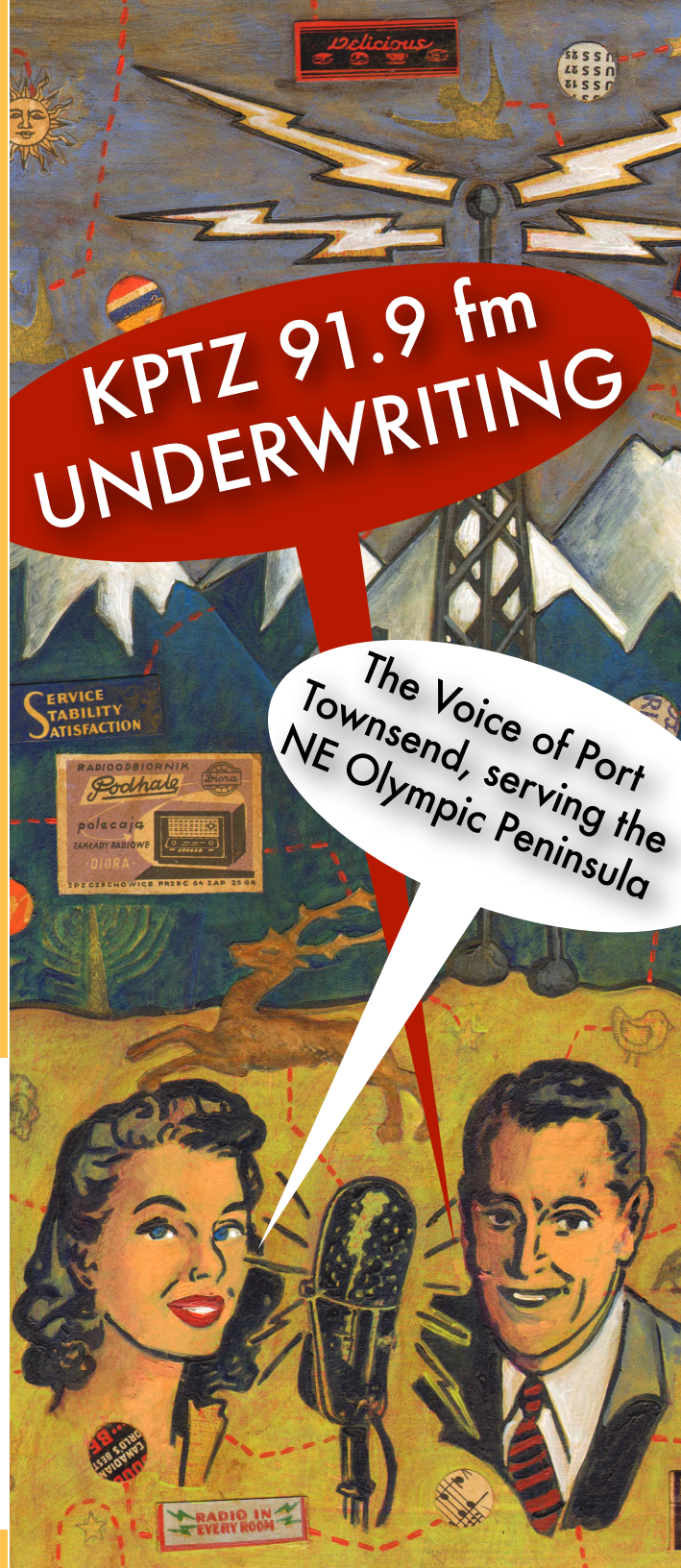
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**KPTZ is sustained by the on-going
support of our members and
business community.**

KPTZ is a non-profit, non-commercial radio station, meaning we do not accept any advertising. Instead, KPTZ underwriters and event sponsors receive on-air acknowledgements in exchange for financial contributions. On KPTZ you will not have to vie for the attention of a listener already bombarded by an endless stream of advertisements. **Your message will be heard in a uncluttered audio environment.** We simplify everything by managing the process from the contract, through recording and production, to broadcast.



It's Time to Become a KPTZ Underwriter!

Underwriting KPTZ is a **WIN-WIN** opportunity. By partnering with us you help provide volunteer-powered, listener-supported, community radio 24/7, while simultaneously **promoting your business or organization through on-air announcements that identify, inform, and educate** KPTZ listeners about you.

Our **KPTZ audience is eclectic and diverse, representing the cross section of life in our community.** Based on our current donors and volunteers, we know our supporters are achievers and opinion leaders, creative and bright. They are community-minded, supporting media, arts and culture. In addition, our signal reaches the many tourists visiting the region.

Why radio? At home, in transit, in town, or deep in the country—radio is simply ubiquitous. It is uniquely, immediately, and universally effective communication technology.

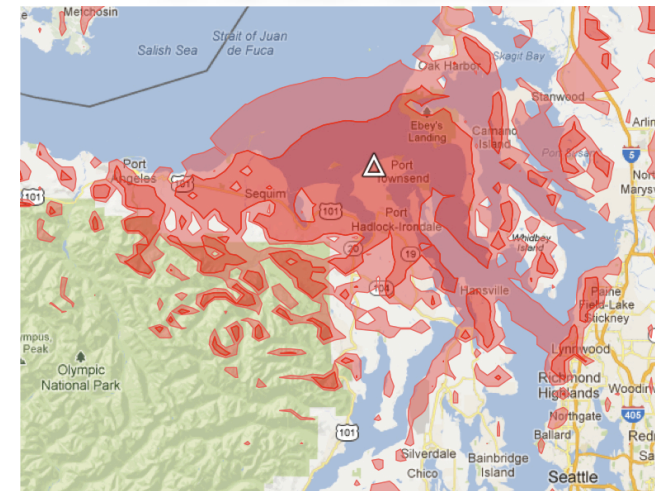
- Expand and **build brand awareness** by targeting an engaged, local audience.
- **Generate goodwill** in the community by linking your business with a civic, educational and cultural institution.
- **Enhance your image** and relationships with KPTZ members and volunteers by supporting an essential community resource.

Your on-air underwriting has the potential to reach:

- over 5,000 shoppers from in and around Port Townsend.
- over 4,500 consumers from the Port Hadlock area.
- over 5,500 residents of the Sequim area.
- over 18,000 listeners from the Port Angeles area.



KPTZ COVERAGE



KPTZ Coverage Map
Red areas = signal reach

The strongest signal reaches:

- East to Whidbey Island, Edmonds, and parts of Seattle
- West to Discovery Bay and Sequim, Port Angeles, and Forks
- South to Chimacum, Quilcene and beyond . . .
- North to the San Juan Islands and Victoria, BC

