

Santa Rosa • Petaluma • Calistoga • Hopland • Ukiah • Clearlake



Christian Rock Music

Underwriting Information and Price Structure

Underwriting is a terrific way to both highlight your business, church, or event on air while also supporting Broken FM financially. We can work with you to develop the wording of a spot and record the spot for you. We also accept professionally produce spots submitted in high quality MP3 or WAV format. Spot lengths are typically 20 seconds.

As a non-commercial broadcaster, the FCC has strict guidelines for what underwriting says. In general, underwriting differs from advertising in that underwriting is informative and not promotional. We can mention what your business does and how to contact your business. Underwriting spots must not have qualitative statements, comparisons, or calls to action. There is one exception where we may air commercials and that is if the organization purchasing the spot is a non-profit tax exempt organization.

The typical underwriting format is as follows:

"Broken FM is sponsored by (your business name) located in (location). (Your business name) specializes in (your business' specialities) and can be contacted at (web address) or at (phone number).

Pricing is as follows:

Broken FM Underwriting is priced by each airing of the spot rather than a flat rate for a random rotation. With this we can offer prime placement for a premium. Prime placement is the ability to have spots air during a certain segment of the day. Those segments of the might include morning drive time [from 5-9am](#) and [3-7pm](#). Part of prime placement is the ability to have your spot air during the week or only on weekends.

There will be two basic tiers offered.

- **Tier one will be \$10 per airing, with a minimum of 20 airings purchased per month. In this tier there will be no prime placement guaranteed.**
- **Tier two will be \$15 per airing, with a minimum of 20 airings purchased per month, and that will include Prime Placement of no more than two airings per day part per day.**

Production will be billed directly to clients. Spot production will be typically a flat rate of \$50 per spot. This fee is for our local in studio talent. If you prefer a more polished voice, depending on his availability, we can ask our professional voice-over artist, JJ Surma, to record it for you. The cost for this is \$125 per track and this is his fee, not ours.

Once you have approved the spot for airing we will place it in rotation. After it has begun air play you can change your spots as often as you like but every change will be billed as a new production since a new recording session will need to be held each time a change is made.

For more information please contact us!

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