

RATE CARD

KCEA is a non-profit, non-commercial, educational radio station. The station is entirely listener supported.

KCEA provides vital community service programming. KCEA is operated on a volunteer basis and is your only source for BIG BAND music in the Bay Area.

KCEA is the source for local emergency and disaster information.

KCEA UNDERWRITING ANNOUNCEMENTS WEEKLY

PACKAGE: \$60.00 per week (Monday-Friday)

One 15 second announcement per day. Announcement to be scheduled by KCEA traffic department. Minimum four week contract.

MONTHLY PACKAGE: \$200.00 per month (Monday-Friday)

Two 15 second announcements per day. Announcements to be scheduled by KCEA traffic department. Minimum three month contract.

YEARLY PACKAGE: \$2000.00 per year (Monday-Friday)

Two 15 second announcements plus one "mention"* per day. Announcements to be scheduled by KCEA traffic department. Minimum one yearly contract.

KCEA PROGRAM UNDERWRITING

MORNING SHOW: \$300.00 per month

10:00 AM - 2:00 PM (Monday-Friday)

One 15 second announcement each hour. Minimum six month contract.

MID-AFTERNOON SHOW: \$150.00 per month

2:00 PM - 4:00 PM (Monday-Friday)

One 15 second announcement each hour. Minimum six month contract.

AFTERNOON DRIVE: \$400.00 per month

4:00 PM - 7:00 PM (Monday-Friday)

One 15 second announcement each hour plus five 'mentions' per week.. Minimum six month contract.

EVENING SHOW: \$120.00 per month

7:00 PM - 10:00 PM (Monday-Friday)

One 15 second announcement each hour. Minimum six month contract.

WEEKENDS: \$120.00 per month

4:00 PM - 7:00 PM or 7:00 PM - 10:00 PM.

One 15 second announcement each hour. Minimum six month contract.

How Underwriting Works

The significant difference in public radio and commercial radio is underwriting. A commercial radio station broadcasts advertising paid for by the advertisers. For public radio, program underwriters in the form of businesses, foundations, and other organizations make contributions in support of programming. Recognized for their contribution on the air, the contributors' messages are set in a format uncluttered with commercial announcements.

The Federal Communications Commission mandates that underwriting announcements may not include qualitative, comparative, or promotional language. A call to action, pricing information, and inducements to buy or sell are not allowed. In addition, KCEA

does not permit the use of pre-produced announcements or music beds. Final approval of copy is at the discretion of KCEA.

These regulations serve to protect the non-commercial ambiance that public radio listeners value so highly. The special integrity of the relationship between the stations and their listeners extends to the underwriter. The public radio listener positively identifies the underwriter with the high quality programming found on KCEA.

Current FCC regulations allow public radio stations to carry “enhanced” underwriting announcements. Important information about the underwriter’s business, products and services, including: the underwriter’s name, or that of a subsidiary, operating division or parent company; a slogan that identifies but does not promote; the underwriter’s business location; value-neutral descriptions of a product line or service trade name.

Just as with commercial advertising, your efforts work best when you use continuous repetition. Although a rotation package will work, it has to work harder. It normally takes one or two years to see a return on an underwriting investment.

The following are examples of underwriting announcements:

Portions of KCEA’s programming are made possible by Maddalena’s Restaurant in Palo Alto—dining at it’s finest.

The broadcast of “Music ‘til Midnight” is made possible with funds provided by Nations Bank, with Professional and Executive Banking Centers, offering personal service to the financially successful individual... Nations Bank, The Power To Make A Difference.

ADVANTAGES OF UNDERWRITING ON KCEA

When your organization underwrites on KCEA, you help support an important local cultural asset and public service, and provide your business with a significant marketing advantage at the same time.

KCEA is able to reach the peninsula’s most affluent, well educated, and influential citizens. They are achievers and key decision makers in their place of business. They are active participants in their community, and they have the income and education needed to make informed purchases of quality goods and services.

An investment in underwriting KCEA offers your business:

An effective complement to ongoing advertising, public relations and marketing campaigns.

A distinctive, uncluttered forum in which to enhance corporate image, product positioning, and public awareness.

An association with KCEA programming, which strengthens public perception of your company's commitment to the community and the quality of its products and services. Seventy percent of public radio's listeners say that a company's support of public radio has a positive influence on their decision to purchase that company's products and services.

Further, Simmons Study of Media & Markets reports that compared to the general population, people who listen to public radio are...

- 26% more likely to shop at a men's/women's specialty clothing store.
- 44% more likely to be the Chairman of the Board, President/CEO, or Vice President of their company.
- 20% more likely to be a business owner or partner.
- 63% more likely to invest in tax shelters and tax sheltered annuities.
- 65% more likely to own life insurance with a value exceeding \$100,000.
- 50% more likely to be employed as professionals, managers or administrators.
- 29% more likely to make major business decisions involving purchases of over \$1,000.
- 91% more likely to make major business decisions involving the purchase of computer and telecommunications equipment.
- 27% more likely to currently have an IRA or Keogh.
- 48% more likely to have a brokerage account.
- 65% more likely to own mutual funds (stock or bond funds).

KCEA AUDIENCE PROFILE

The influential audience of KCEA is well-educated, discerning and often hard to reach. Here is a profile of the people you will reach when you underwrite KCEA programming:

MORE THAN HALF OF ALL PUBLIC RADIO LISTENERS LIVE IN THE TOP SOCIO-ECONOMIC NEIGHBORHOODS IN THE U.S.

In Atherton, the highest KCEA listener numbers come from areas with the highest per capita income. With their disposable incomes, they invest substantially in their communities, homes and lifestyles.

ONE IN EIGHT PUBLIC RADIO LISTENERS HAS A HOUSEHOLD INCOME OF GREATER THAN \$75,000.

This means that when you underwrite public radio, you are reaching people with considerable disposable income. You are also reaching people who are educated and decisive.

53.5% OF LISTENERS HOLD PROFESSIONAL, MANAGERIAL, ADMINISTRATIVE OR TECHNICAL POSITIONS.

These are people you want your message to reach if you want to reach the decision makers for this community. They're innovative and they're experimental, buying more new products than their counterparts.

SEVEN OUT OF 10 PUBLIC RADIO LISTENERS SAY THEY THINK BETTER OF A FIRM WHICH UNDERWRITES ITS LOCAL NON-COMMERCIAL RADIO AND TELEVISION STATION.

They also admit they are more likely to purchase products and services from the firm who underwrites non-commercial programming. KCEA listeners are loyal. Because they invest in KCEA with their contributions, listeners assume a feeling of ownership and pride in the station.

If you would like more information about Corporate Underwriting, please contact Michael Isaacs, Sr. at 650-306-8822 or email michael@kcea.org.