KZYX
Rate Card*
Mendocino County Public Broadcasting
Member Supported Community Radio

FM: 90.7FM • 91.5 FM • 88.1
www.kzyx.org

KZYX is Community Public Radio for all of Mendocino County and beyond, offering news, information, culture and entertainment from around the globe and from just around the corner.

KZYX has nationally syndicated programs from NPR, PRI, and Pacifica; plus locally produced programs from friends and neighbors. And when there are fires, storms, road closures or other emergencies, KZYX is the best destination on the radio dial.

And we are proud to be Member Supported Community Radio.

Underwriting Contact:
David Steffen/KZYX
P.O. Box 1 • Philo, CA • 95466
(707) 895-2324 voice
(707) 895-2451 fax
uw@kzyx.org

*Rates subject to change
**General Information**

**Non-Profit Rates:** Since 2013, recognized non-profits in our listening area receive more than $20,000 in on-air underwriting support from KZYX each year. Your non-profit might qualify for discounts. Qualified non-profits are those recognized by the I.R.S. with a 501(c)(3) designation. Contact KZYX for details.

**Overnight** is Mon-Fri, 12:00mid Sunday thru 6:00am Friday; Weekend is 12:00mid Friday to 6am Sunday.

**Payment:** Schedules are "Annual" or "Short-run".

- a. Annual packages, Nos. 1-5, can be paid in advance, or billed monthly, or quarterly.
- b. All other underwriting is payable in advance unless other arrangements are made.
- c. KZYX accepts check, cash, and credit cards or debit cards, including Visa, MC, and Amex.
- d. Credit/debit cards are subject to a surcharge.

**Sample Standard and Mini Spots:**

**Standard:**
"Support for Morning Edition comes from our members and the Mendocino Post, hosting an "Aspiring Writers" workshop, Saturday, October 13th, at the Anchor Bay Hotel. Editor-in-Chief Fearless Fozdic will help writers refine their technique and develop their research skills. Writers share their work so all participants can learn from the group. Information at 888-1234."

**Mini:**
"Support for Morning Edition comes from our members and the Mendocino Post, hosting a writing workshop October 13th, at the Anchor Bay Hotel. Editor-in-Chief Fearless Fozdic will help writers refine their technique and develop their research skills. Writers share their work so all participants can learn from the group. Information at 888-1234."

**Specific Placement:** Specific placement is available on request, subject to a surcharge: 20%: specific programs; 30%: exact time.

**Sample Published Rates:** These rates apply to underwriting that is not part of any "package", and are offered only on a space available basis.

**Notice:** Information contained in this brochure is representative of our underwriting guidelines. Other information may apply at time of agreement.

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**Annual Packages (1)**

<table>
<thead>
<tr>
<th>Pkg</th>
<th>No. of Spots</th>
<th>Price of Spot</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>50</td>
<td>$18.00</td>
<td>$900.00</td>
</tr>
<tr>
<td>2.</td>
<td>100</td>
<td>$17.00</td>
<td>$1700.00</td>
</tr>
<tr>
<td>3.</td>
<td>150</td>
<td>$16.00</td>
<td>$2250.00</td>
</tr>
<tr>
<td>4.</td>
<td>300</td>
<td>$14.00</td>
<td>$4200.00</td>
</tr>
<tr>
<td>5.</td>
<td>400</td>
<td>$13.00</td>
<td>$5200.00</td>
</tr>
</tbody>
</table>

**Short-Run Packages (1)**

<table>
<thead>
<tr>
<th>Pkg</th>
<th>No. of Spots</th>
<th>Price of Spot</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>15</td>
<td>$20.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>7.</td>
<td>25</td>
<td>$19.00</td>
<td>$475.00</td>
</tr>
</tbody>
</table>

**One or Two Day Packages (1)**

<table>
<thead>
<tr>
<th>Pkg</th>
<th>No. of Spots</th>
<th>Price of Spot</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>5</td>
<td>$17.00</td>
<td>$85.00</td>
</tr>
<tr>
<td>9.</td>
<td>10</td>
<td>$16.00</td>
<td>$160.00</td>
</tr>
</tbody>
</table>

**Short Feature Package (2)**

<table>
<thead>
<tr>
<th>Pkg</th>
<th>No. of Spots</th>
<th>Price of Spot</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.</td>
<td>60</td>
<td>$12.00</td>
<td>$720.00</td>
</tr>
</tbody>
</table>

**Web Stream and Website Packages (3)**

11. Logo & intro (30 days) $250.00

12. Website ads, banner ads, logos. Contact KZYX

**Mini-Messages (4)**

13. Short version/Pkgs **

**Option of shorter spots but greater frequency.

**Standard Published Rates (5)**

<table>
<thead>
<tr>
<th>Day Time</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00am - 7:00pm</td>
<td>$25.00</td>
</tr>
<tr>
<td>7:00pm - Midnight</td>
<td>$15.00</td>
</tr>
<tr>
<td>Midnight - 6:00am</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

**UW Benefits and Responsibilities**

**Annual Packages**

- a. may be billed monthly or quarterly;
- b. have the option of earning as much a 10% cash discount for payment-in-full at signing;
- c. earn 10% free spots in addition to quantity ordered, i.e., 100 spot agreements earn 10 additional spots at no extra charge;
- d. may request spots run at the start or within specific programs, subject to availability;
- e. must purchase a minimum of a 50-spots;

**Short-Run Packages**

- a. require payment in full at start;
- b. are scheduled throughout the programming day, 6:00am to 7:00pm;
- c. are defined as less than 50 spots purchased, regardless of schedule;
- d. Odd lot (10-14 spots) pays top SPR ($25 each).

**Quick Packages (1, 2, or 3-day scheds)**

- a. are due in full in advance;
- b. spots are scheduled as 5 spots during one day, or 10 spots during two or three consecutive days.
- c. First spot airs no later than 2:00pm; the balance of the spots air 2-hours apart rest of day(s).

**Short Features**

- a. Payment is due monthly;
- b. Underwriter receives a brief introduction for any of the following short-features:
  - Community Calendar
  - Road Report
  - HighTower
  - California Report.
- c. Minimum purchase of 60 spots required.
- d. Schedule is consecutive airings of program.

**Web Package**

- b. Audio sponsorship for on-demand or streaming
- c. Combination of a & b.

**Mini-Messages (Packages 1-5 only)**

- a. Messages are 12-15 seconds long.
- b. Underwriter receives 50% more spots for same package cost. For example, in Package #1, UW receives 75 mini spots instead of 50 standard spots for $850.