



Community Radio for the Gunnison Valley  
90.3FM Crested Butte • 88.7FM Gunnison • KBUT.org

## Underwriting Rate Sheet

\$115 Monthly	<b><u>Basic Underwriting:</u></b> 3 basic mentions per week aired during local music shows. Name, address, and telephone number only. 12 spots per month.
\$125 Monthly	<b><u>Enhanced Underwriting:</u></b> 3 enhanced mentions per week aired during local music shows. Enhanced mentions include up to a 40-word description. 12 spots per month.
\$155 Monthly	<b><u>NPR Syndicated Underwriting:</u></b> 4 mentions per week (15 seconds) aired during Nationally Syndicated Programming such as Morning Edition, All Things Considered, Radio Lab, Wait Wait Don't Tell Me, and eTown. 16 spots per month.
\$240 Monthly	<b><u>Daily Feature Underwriting:</u></b> 7 enhanced mentions per week following featured programs such as the Newscast, Weather, Avalanche Report, river report, Pet Patrol, Lost & Found, and Ride Line; or a combination of NPR and local music programming. 28 spots per month.
\$325 Weekly	<b><u>Event Underwriting:</u></b> <i>Get the word out about your event!</i> 3 enhanced mentions per day. 21 spots per week.
\$25 A La Carte	Single enhanced mentions. \$150 minimum.

- ☆ All of the above options subject to availability.
- ☆ Minimum contract is 4 consecutive months. (exception - Event Underwriting)
- ☆ **Long-term contract bonus:** all contracts of 12 months or longer paid in advance will receive a 10% discount.