



*KBHU-FM 89.1*  
**THE BUZZ**

# Underwriting Announcements





# Rates

## KBHUFM 89.1 “The Buzz”

KBHU is South Dakota’s only 24-hour, student-run radio station. KBHU broadcasts throughout the northern Black Hills on 89.1 FM. The Station is also available on line at [www.bhsumedia.com](http://www.bhsumedia.com). Your underwriting announcement will be placed on our station and our online audio stream. We have additional online ad space available.

Because KBHU is licensed as a noncommercial educational station, your investment may qualify as a tax-deductible charitable contribution (see your tax advisor for details). All underwriting funds are used to benefit BHSU students.

Contract Length <sup>1</sup>	Regular	Scheduled Spots (Excluding “Drive”) <sup>3</sup>	Scheduled Spots AM/PM “Drive” <sup>4</sup>
<b>6 Spots Daily</b>			
1 Month	\$80	\$120	\$160
3 Months (10% off)	\$216	\$324	\$432
6 Months (20% off)	\$384	\$576	\$768
1 Year (30% off)	\$672	\$1008	\$1344
<b>12 Spots Daily</b>			
1 Month	\$120	\$180	\$240
3 Months (10% off)	\$324	\$486	\$648
6 Months (20% off)	\$576	\$864	\$1152
1 Year (30% off)	\$1008	\$1512	\$2016
<b>20 Spots Daily</b>			
1 Month	\$180	\$270	\$360
3 Months (10% off)	\$486	\$729	\$972
6 Months (20% off)	\$864	\$1296	\$1728
1 Year (30% off)	\$1512	\$2268	\$3024

1) A 6-purchase offers a 25% discount over a 3-spot rate. A 10-spot purchase offers an 80% discount.

2) “Regular” means that spots are scheduled in the best available time slots, as determined by the stations.

3) “Scheduled Spots” means that you may select which time periods (or programs) to underwrite.

4) “AM Drive” is 6-8 AM. “PM Drive” is 3-5 PM. “Drive Times” are our heaviest listening periods.



## Process

- A sales representative from The Buzz will phone your business to set up a meeting at your convenience.
- We will discuss your needs and develop an underwriting schedule to meet those needs.
- We will write a script and email or deliver it to you for your approval.
- We will professionally produce your announcement and email or deliver it to you for your approval.
- We will schedule your spot in the places you've specified (see "Rates").
- Take up to two full weeks to pay.

## Reasons

- We are the place to reach young consumers. Most of our listeners are between 18 and 35.
- Our online signal takes your message worldwide...we hear from listeners around the globe who enjoy The Buzz's programming.
- Professional production at a fraction of the cost of a commercial station.
- Your announcement won't be lost in long commercial blocks. This makes your spot even more effective in reaching our listeners.
- Our staff will follow up with you to ensure that we're doing all we can to make your business a success!

Underwriting has different rules than advertising.  
Here is a list of what we may and may not do in your spot:

### What We May Do: ✓

- Give your business' name, location and contact information
- Give "value neutral" descriptions of your products and services

### What We Can't Do: ✗

- Political announcements
- Announcements for gaming activities at local casinos
- Promote tobacco products
- Use comparative or promotional language in your spot
- Give information about prices or special discounts
- Include any "calls to action" ("Act now!" "Come in and see us," etc.)

Don't worry...our professional staff will walk you through the whole process. We want to help!



# Any More Questions? Please call us and we will help.

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For More on Sponsorship of the Buzz, please visit  
[www.bhsumedia.com/the-buzz-fm/sponsorship](http://www.bhsumedia.com/the-buzz-fm/sponsorship)

Your Underwriting Sales Representative Was

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

