

# ***Support your local community radio... become an underwriter!***



## ***Monarch Radio*** **KTGY-LP, 107.9 FM**

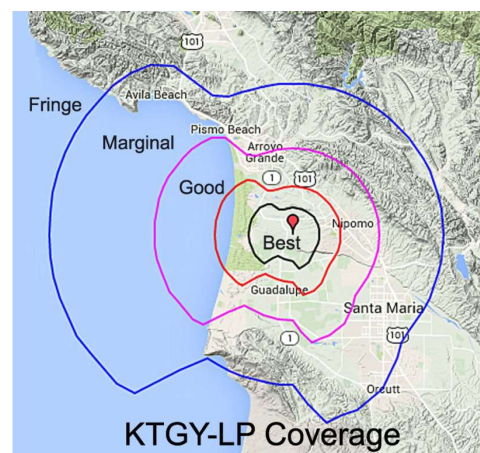
### **Monarch Radio is seeking underwriters**

**Monarch Radio** is a non-profit community radio station based in Nipomo. As such, we can't do commercial advertising, but we can solicit financial help from organizations and companies to help support our station's operations by underwriting our programs. In contrast with commercial advertising, underwriting announcements are given special attention on community radio stations. The community supports businesses that support the community.

### **About Monarch Radio**

Monarch Radio, KTGY-LP, was licensed by the FCC in 2014, and we began broadcasting at 107.9 FM in April of that year. **Monarch Radio** broadcasts four hours per day, 7 days per week, during the coveted morning commute time-slot from 6 am to 10 am. During those hours, we also stream via our website at [www.monarchradio.org](http://www.monarchradio.org).

We are the only radio station based in Nipomo, and our broadcast area reaches the Nipomo Mesa, south to Guadalupe and Santa Maria, and north to Arroyo Grande. Our programming includes music, news, cultural programming and community information of interest to the local population unavailable on commercial radio. We also are equipped to provide emergency broadcast services in coordination with local law enforcement and emergency preparedness agencies.



### **What is underwriting?**

The Federal Communications Commission (FCC) allows businesses to underwrite programming on stations like **Monarch Radio** and to receive on-air acknowledgment, but it does not allow commercial advertising. While underwriting can serve the same purpose as commercial advertising, it differs in a few very important areas. The FCC mandates that underwriting announcements may not include qualitative, comparative, promotional language, or a call to action and pricing information. Inducements to buy or sell are not allowed. (All announcements are approximately 30 seconds in length and are recorded by our production staff, free of charge.)

### **What your announcement may include:**

- Your business name.
- Your products and/or services
- Your business location.
- Your telephone number.
- Your well defined slogan. For example: "Like a good neighbor."
- Your email and web address.

### **What are the benefits?**

**Monarch Radio** is an excellent public relations tool. Underwriting announcements promote a positive business image by demonstrating your support for the local arts and culture. **Monarch Radio** will remind listeners of existing small businesses and introduce new ventures to the community. **Monarch Radio** caters to people who derive ideas, style, or taste from a broad and diverse range of sources. With our diverse program offerings, we can reach more types of listeners than any single format station. Awareness of your business is expanded each time you are mentioned. Finally, **Monarch Radio** is organized under the California Nonprofit Mutual Benefit Corporation Laws, so any contributions may be tax deductible. *Consult your tax preparer.*

### **Annual Underwriting Packages**

<b>Package</b>	<b>Annual Payment</b>	<b>12 Monthly Payments Option</b>	<b>Annual Spots</b>	<b>Average Cost/Spot</b>
<b>Business Platinum</b>	\$ 600.00	\$ 60.00	365	\$ 1.64
<b>Business Gold</b>	\$ 350.00	\$ 35.00	122	\$ 2.87
<b>Business Silver</b>	\$ 200.00	\$ 20.00	52	\$ 3.84
<b>Non-Profit Org.</b>	\$ 100.00	\$ 10.00	24	\$ 4.17
<b>Community Sponsor</b>	\$ 50.00	N/A	N/A	
<b>Supporting Member</b>	\$ 20.00	N/A	N/A	

Contact **Monarch Radio** for more information: [info@monarchradio.org](mailto:info@monarchradio.org), or call 805-343-0099.