



P.O. Box 442  
Duvall, WA 98019

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## Underwriting Price Fact Sheet

Valley 103.1 is excited to have the opportunity to support local businesses on air! Your business will receive on-air mentions where we will highlight your goods and services and include your name on our website.

Valley 103.1 is a new low power FM (LPFM) station providing content for Duvall, Carnation, and Redmond Ridge. We are committed to providing a broad mix of music, news and programming with a local focus that unites the diverse population of the lower valley.

Underwriting rates are affordable and will help promote your business to community members likely to spend their money locally.

Listeners find underwriting announcements less intrusive than commercials and are more likely to pay attention. Copy is accepted at the discretion of Valley 103.1 and must follow FCC guidelines:

- No comparative, qualitative or overtly promotional language or calls to action
- No price or value information
- No wording that implies endorsement by the announcer or station
- Acceptable language includes the name of person or entity, location, telephone numbers and website information, taglines and value-neutral descriptions of service or product

Announcements are 20-30 seconds in length and air up to four times per hour.

By supporting our unique local radio station, your contribution will strengthen our neighborhood while listeners will see you as a socially conscious friend to the community.

Underwriting acknowledgements are read at the beginning of shows by producers in a statement no longer than 30 seconds which may include facts about your organization per FCC regulations.

**The minimum underwriting agreement is three (3) months, and we offer extra spots for businesses that sign up for 12 months or longer.** We are also able to adjust the number of spots to fit any budget.

All mentions are per 20-30 30 second spots.



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### Generic Valley 103.1 Underwriting

| Underwriting On-Air Mentions Per Month |                    |                    |
|--|--------------------|--------------------|
| \$60 per month                         | \$110 per month    | \$160 per month    |
| Three spots per week                   | Six spots per week | Ten spots per week |
| 1 Early Morning                        | 2 Early morning    | 3 Early Morning    |
| 1 Afternoon                            | 2 Afternoon        | 3 Afternoon        |
| 1 Evening                              | 2 Evening          | 3 Evening          |
| \$5 per mention                        | \$4.50 per mention | \$4 per mention    |

### Valley 103.1 Show Underwriting

| Program Underwriting On-Air Mentions                                  |
|---|
| Program Sponsor   |
| \$10 per mention  |
| Mentions – at top of show, then every 30 minutes, then at end of show |
| Three mention minimum   |
| Three-month commitment  |

*Note: 10% discount exists for an upfront one year commitment.*

**Example of Show Underwriting:** 2-hour weekly show will have 5 mentions @ \$10 per mention = \$50/week, 4- week month = \$200 per month.

For non-profit organization underwriting pricing, please contact [underwriting@valley1031.org](mailto:underwriting@valley1031.org).

A "day sponsor" for \$20 for birthday, anniversary or other special events listeners want to commemorate will be read three times that day.

For more information visit [www.valley1031.org](http://www.valley1031.org) or send an email to [underwriting@valley1031.org](mailto:underwriting@valley1031.org).

The following are examples of permitted and prohibited underwriting announcements for your reference:

| Permitted Announcement  | Prohibited Announcement  | Analysis   |
|---|--|--|
| <p>"This portion of Valley 103.1 (or this show) is underwritten by Speedy Lube, located at 115 Main Street in Trucksville.</p> <p>Speedy Lube provides oil changes using Qaker State lubricants, tune-ups, and other minor vehicle maintenance services. Our thanks to Speedy Lube of Duvall. Call 425-555-6565 or visit the web site at <a href="http://www.speedyduvall.com">www.speedyduvall.com</a>."</p> | <p>"Portions of Valley 103.1 (or this show) is underwritten by Speedy Lube, where you can now get a 10-point oil change and lube for the unbelievably low price of just \$12.99. So, come on down to 115 Main Street for fast, reliable service, and a free gift."</p> | <p>The prohibited text mentions price and contains two calls to action. It contains statements which include qualitative statements. The permitted text identifies the sponsor, the sponsor's address, telephone number, product line, and establishes a relationship to the program. The permitted announcement is accepted by the FCC for LPFM stations.</p> |

All copy is accepted at the discretion of Valley 103.1.

April 2017

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