



PO BOX 442  
Duvall WA  
98019

North West Eclectic

## YOUR LOCAL COMMUNITY RADIO STATION

SERVING REDMON RIDGE, DUVALL, CARNATION, FALL CITY, SNOQUALMIE AND NORTH BEND

Valley 104.9FM KAPY-LP, a low power FM(LPFM) radio station is excited to have the opportunity to support local business on air! Your business will receive on-air mentions where we will highlight your goods and services and include your name on our website.

As a non-commercial radio station, we are not allowed to air advertising. We are allowed to air underwriting announcements. In accordance with FCC regulations, these announcements may state the nature of a business, location and contact information. Please note that calls to action and prices are not allowed. Listeners can be referred to a website for more information.

Your underwriting announcement airs a minimum of 3 times a day between the hours of 6 AM and 10 PM. As a bonus, it will also air outside those hours on occasion.

### UNDERWRITING RATES

#### Generic Underwriting

Underwriting On-Air Mentions Per Month		
<b>\$60</b> per month	<b>\$110</b> per month	<b>\$160</b> 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
<b>\$5</b> per mention	<b>\$4.5</b> per mention	<b>\$4</b> per mention

NOTE: 10% discount for an upfront one-year commitment

#### Show Underwriting

Program Underwriting On Air Mentions
Program Sponsor
<b>\$10</b> 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 for an  
upfront one-year commitment

For Non-Profit Organization underwriting pricing please contact [info@valley1049.org](mailto:info@valley1049.org)



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**Example of Show Underwriting:** 2-hour weekly show will have 5 mentions @ 10 per mention =

\$50/week, 4-week month = \$200 per month

For more information visit [www.valley1049.org](http://www.valley1049.org) or send an email to [info@valley1049.org](mailto:info@valley1049.org)

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.

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

Permitted Announcement	Prohibited Announcement	Analysis
<p>"This portion of Valley 104.9 FM (or this show) is underwritten by Speedy Joe, located at unnumbered building, NoMain Street in Doobyland</p> <p>Speedy Joe provides oil changes using DeState Lubricants, tune-ups, and other minor vehicle maintenance services. Our thanks to Speedy Joe of Doobyland. Call 425-000-0000 or visit the website at <a href="http://www.speedyjoe.com">www.speedyjoe.com</a></p>	<p>"Portions of Valley 104.9FM (or this show) is underwritten by Speedy Joe, 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 unnumbered building, NoMain Street for fast, reliable service, and a gift</p>	<p>This prohibited text mentions price and contained 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 announcements is accepted by the FCC for LPFM stations.</p>

All copy is accepted at the discretion of Valley 104.9 FM