Long-time listeners realize that many underwriters have been supporting KVMR for as long as they have been listening. Year after year, they continue their support because underwriting on KVMR has proven to be an effective way of marketing their businesses. Is underwriting on KVMR the right move for your business?

Here are some things to consider:

KVMR Produces Results

- KVMR underwriting builds name and brand awareness.
- KVMR listeners are mainly Baby Boomers: the most sought-after audience today.
- Public radio sponsorship (such as KVMR) drives listeners to take direct action.
- KVMR broadcasts to audiences in: Western Nevada County, Truckee, Sacramento, Woodland, Davis, Placerville, Angel’s Camp, Lake Berryessa and most points in between.
- Does KVMR belong in your marketing plan?

KVMR delivers a relatively affluent, well-educated, Baby-Boomer audience via Unique Programming

Programming on KVMR is produced by local volunteers connected to their community. Unique programming reaches an underserved audience, building audience loyalty.
KVMR Attracts a Valuable Audience

- KVMR reaches 40,000 unique individuals each week.
- The median age of KVMR listeners is over 55.
- Over 75% have no children at home.
- Two-thirds have at least a two-year college degree.
- Over 80% own their homes.
- Household incomes are well above average.
- Liberal or progressive, making buying decisions based on sustainability and environmental impact.

KVMR’s Unique Programming Earns Listener Loyalty

- Less than one-quarter of them admit to reading the local newspaper regularly.
- 75% of listeners surveyed list KVMR as their #1 radio station, and listen to little else.
- The average listener spends 9-12 hours per week listening to KVMR.
- For over 90% of them, KVMR is their only local radio station.
KVMR’s Competitive Edge

- Two brief underwriting breaks per hour. Listeners don’t tune out.

- Studies commissioned by the Corporation for Public Broadcasting have identified what they call the “halo effect”; according to the studies, “70% of public radio’s listeners say that a company’s support of public radio has a positive influence on their decision to purchase that company’s products and services.”

- When your business underwrites on KVMR, you are connecting directly with listeners by supporting the independent news, music and programming that KVMR listeners are so passionate about.

- KVMR is very affordable and effective in comparison to other marketing options.

<table>
<thead>
<tr>
<th>TRACK</th>
<th>TIME</th>
<th>RATE PER SPOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning Drive</td>
<td>6am – 10am</td>
<td>$25.00</td>
</tr>
<tr>
<td>Morning Music</td>
<td>10am - 12noon</td>
<td>$22.00</td>
</tr>
<tr>
<td>Midday Talk</td>
<td>12noon - 2pm</td>
<td>$22.00</td>
</tr>
<tr>
<td>Afternoon Music</td>
<td>2pm - 4pm</td>
<td>$22.00</td>
</tr>
<tr>
<td>Afternoon Drive</td>
<td>4pm - 6pm</td>
<td>$25.00</td>
</tr>
<tr>
<td>Evening News</td>
<td>6pm - 8pm</td>
<td>$20.00</td>
</tr>
<tr>
<td>Saturday Premium</td>
<td>7am - 3pm</td>
<td>$35.00</td>
</tr>
<tr>
<td>Sunday Premium</td>
<td>10am - 12noon</td>
<td>$35.00</td>
</tr>
<tr>
<td>Late Night</td>
<td>8pm - 10pm</td>
<td>$10.00</td>
</tr>
<tr>
<td>Overnight</td>
<td>10pm - 6am</td>
<td>$4.00</td>
</tr>
</tbody>
</table>

To discuss pricing and programming, contact Underwriting Account Executive, Melissa Seibold 530.362.7006 or underwriting@kvmr.org
KVMR Makes Happy Underwriters

“We are proud to have a strong partnership with KVMR. Like the co-op, our local community radio station is a pillar of this special community. Underwriting broadcasts is the most effective way to reach all different types of people in our area.”

Chris Maher, General Manager, BriarPatch Community Market

“I like the idea of KVMR because it is run with the Community in mind. it is not corporate. I also like the mixed playlists the volunteer broadcasters create.”

Joe Gleason, Owner, Joe Caribe Caribbean Bistro & Cafe, Auburn, CA. Underwriter since 2011.

“In the nearly 20 years that I have been a loyal KVMR listener/supporter, I can honestly say that I never tire of the dynamic, evolving programs offered. KVMR has always provided me with a much-anticipated breath of fresh air. Especially when I am on the road and finally return “home”... back within the outer reaches of KVMR’s broadcast signal, where I can finally switch off the incessant onslaught of commercial radio and channel surf no more!”

Jeff Wells, Listener/Supporter, Auburn, CA

“I get more calls from my KVMR underwriting than from any other advertising I do, and they tell me they heard it on KVMR.”

Clay Shaake, Hughes Body & Fender, KVMR underwriter since 1988

KVMR’s Celtic Festival
FCC and KVMR GUIDELINES FOR UNDERWRITING LANGUAGE

While the FCC regulates the content of underwriting acknowledgements, it is really our listeners that we consider when composing the messages. They don’t want hype, and we don’t give it to them. Underwriting messages contain the name of the underwriter and a brief description of their business or activity, along with location and contact information.

When you are talking to well-educated people, there is no need to make exaggerated claims – just give them the pertinent facts, and they will make the right decisions. It’s more like a thoughtful conversation between adults, and this is another reason underwriting is so effective.

Because we want your messaging on KVMR to be successful, we do not use the following language in our underwriting:

- Personal pronouns (e.g. you, yours, we, ours, my)
- Calls to action (“Come in today and take a test drive”)
- Superlative description or qualitative claim about the company, its products, or its services (“The best service in the industry” or “The most intelligent car ever built”)
- Direct comparison with other companies, their products or services
- Price or value information (“7.7% interest rate available now” and “affordable,” “discount,” or “free”)
- Inducements to buy, sell, rent, or lease (“Six months free service when you buy” or “lifetime guarantee”)
- Endorsements (“recommended by 4 out of 5 doctors”)
- Demonstrations of consumer satisfaction
- Award-Winning, Board Certified, Best Of (these are comparative and qualitative)