



MUSIC FOR
INDEPENDENT
LISTENERS

Underwriting and Sponsorship Information

krtu.org/sponsorship

// **Contact me**



Monica Reina, Station Manager
KRTU-FM 91.7 // Trinity University
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Why KRTU?

// **Promote** your business or event on-air at KRTU 91.7 FM.

// **Reach** an influential audience of engaged and affluent listeners.

// **Increase** awareness of your business among our community of well-connected, independent listeners.

// **Make** your message stand out by marketing your services on non-commercial, public radio.

Radio

- 91% of Americans ages 12 or older listen to terrestrial (AM/FM) radio in a given week.**

Public Radio

- 32% of Public Radio listeners tune in to discover new music and artists.
- 50% listen because of the unique programming.
- 72% enjoy learning new things.*

KRTU

- 45 specialty radio programs
- 3,059 square miles of service contour reaches a population of 2.4 million
- 91.7 services greater San Antonio and the surrounding Hill Country

KRTU is an FCC-licensed non-commercial, educational (NCE) radio station. As a registered non-profit organization, your support of KRTU in the form of underwriting or program sponsorship contributes toward the station's ability to fulfill its mission.

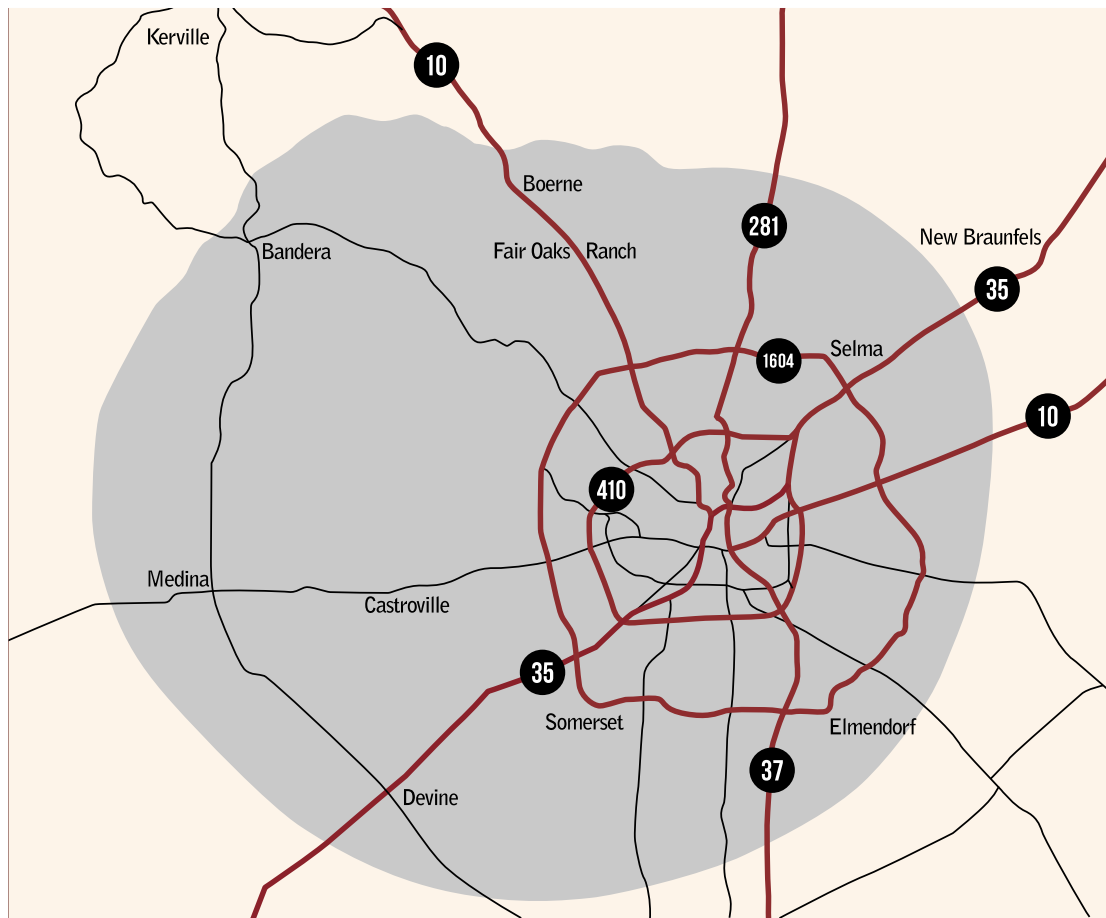
*Source: *Public Radio Tech Survey 8, Jacob's Media 2016*

**Source: *Pew Research Center, Nielsen Audio RADAR 131, Dec. 2016*



Underwriting 2017-2018

Service Contour



// With a current service area of 3,059 square miles, your message will be heard by a diversity of individuals engaged in the San Antonio community.

Station Info: 91.7 FM
Station Wattage: 30,000 watts
Service Contour: 3,059 square miles
Service Population: 2.4 million
High-density member zip codes:
78209, 78212, 78230, 78232, 78248, 78247



Programming and Rates: On Air



Rates for On-air Announcements:

Jazz	5AM – 10PM	\$40
Indie Overnight	10PM – 5AM	\$20

- Custom packages and program or event sponsorships are available.
- Nonprofit organizations qualify for a 15% discount on all underwriting packages.
- Note: Minimum order of \$500.00 on all underwriting packages

Underwriting on Non-commercial radio is the most **cost effective** decision you can make when determining where to invest your marketing dollars.

Radio production costs less than TV and print and is less expensive to buy than most major media, allowing advertisers to **afford maximum reach**.

rab.com. Radio Advertising Bureau 2017



Programming and Rates: Digital

// Digital Profile November 2017



KRTU.org

10,000 avg. monthly impressions

53% returning visitors

1.47 avg. duration visit



Social Media

Jazz

Indie

Facebook

6,006

2,907

*13% avg. post
engagement rate*

Instagram

1,105

620

Twitter

1,921

1,513



Monthly e-Newsletter

3,100 subscribers

26% open rate

// Digital Promotion Packages

**Add a digital package
to your marketing initiative.**

Customizable Basic Package

- Website: event listing,
link on sponsorship page
- (E) Newsletter: event listing
- Social Media: 1-3 posts

Total value: \$300

Optional Add-On

- (E) Newsletter sponsorship =
feature + subject line
- Website homepage link

Total value: \$500



Testimonials



David Snyder

Owner, Bella On the River
Rhythm Section Member,
KRTU Business & Professionals Group

"As a personal member for over 6 years and now as a business partner with Bella On the River, I know first hand what an incredible resource that KRTU is and how KRTU truly contributes to and makes a difference in so many lives. And in return, the 'on air' references and mentions of Bella's sponsorship appeals to an audience, a listener, that Bella wants as a customer, as a guest, in the restaurant."

// Meet some of our business partners

Alamo Music
ALW Entertainment
Arts San Antonio
Arts Center Enterprises
Artpace
Aztec Theatre
Biga on the Banks
Bella On The River
Brackenridge Park Conservancy
Carver Community Cultural Center
City of Helotes
City of Schertz
Do210
Fresh Horizons Catering
KAS Entertainment, LLC (KARA)
KLRN
Liberty Bar
Luminaria
Margin Walker Presents
McNay Art Museum
Musical Bridges Around the World
NW Rotary Club of San Antonio
Paramount Theatre
San Antonio AIDS Foundation
San Antonio Botanical Garden
San Antonio Current
San Antonio Museum of Art
San Antonio Parks Foundation
San Antonio Record Show
Southtown Vinyl
St. Mary's University
The Rolling Oaks Golf and Grill
Third Coast Rhythm Project
Tobin Center for the Performing Arts
Tucker's Kozy Korner
Twang
University of the Incarnate Word - Department of Music
Witte Museum



Underwriting 2017-2018

Underwriting and On-Air Copy Guidelines

The Underwriting Process:

1. Identify your promotional goal and budget.
2. Contact Monica Reina at mreina@trinity.edu or 210.999.8078.
3. KRTU will prepare your contract.
4. Approve language for on-air underwriting spot. *(see below for guidelines)*
5. Determine announcement run of schedule.
6. Submit payment.
7. Affidavit and paid receipt provided after run of schedule is complete.

FCC Guidelines:

Underwriting announcements may:

- Describe your business.
- Identify facilities, services, products or event.
- Describe your corporate mission.
- Inform the public of events you sponsor.
- Include a corporate slogan, so long as it is not flagrantly promotional.
- Include a web address, phone number and street address for your business.
- Indicate the number of years you have been in business.
- Include the name of a nonprofit organization you support, although it must be clear that you are providing the funding for the announcement

Underwriting announcements may not:

- Use qualitative language. (e.g., award winning, leading, etc.)
- Use comparative language. (e.g., better, best, oldest etc.)
- Use a call to action ("Visit our store...").
- Use an inducement to buy, sell, rent or lease.
- Make references to price or value. (e.g., free, discount specials, etc.)
- Use personal pronouns, unless as part of a slogan

**All Underwriting messages are pre-recorded by KRTU staff. KRTU has final discretion on all on-air copy.*

