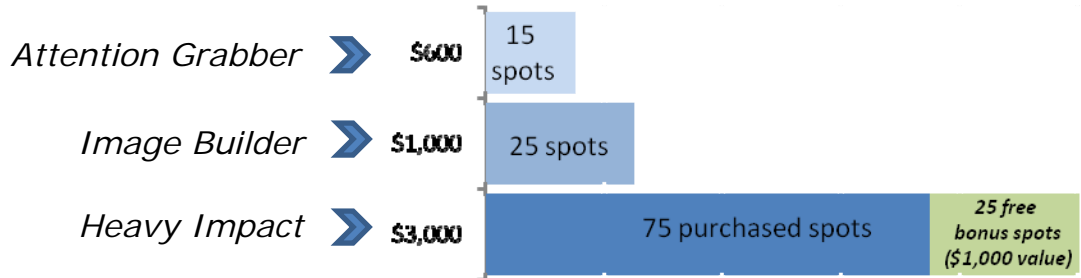




KANW-FM 89.1
 2020 Coal Ave. SE
 Albuquerque, NM 87106
 (505) 242-7163, fax (505) 244-0260
 www.KANW.com

Underwriting Campaign Packages



ATTENTION GRABBER

- 15 spots over 2-4 weeks.
- During popular National Public Radio morning drive time programming such as *Morning Edition*, *Fresh Air* with Terry Gross, the *Diane Rehm Show* etc.
- Great for special event promotion and/or new product or service launch.

IMAGE BUILDER

- 25 spots over 4-6 weeks.
- During popular National Public Radio morning drive time programming such as *Morning Edition*, *Fresh Air* with Terry Gross, the *Diane Rehm Show* etc.
- Supplement schedule with weekend public radio programs heard only on KANW such as Garrison Keillor's *A Prairie Home Companion*, *Car Talk and Wait, Wait...Don't Tell Me*.
- Raise the perception of your business or organization with affluent, influential listeners.

HEAVY IMPACT

- 75 purchased spots plus **25 free, bonus spots** over 8-12 weeks.
- Multiple impressions throughout the week during popular public radio programming such as *Morning Edition*, Garrison Keillor's *A Prairie Home Companion*, *Car Talk*, *Fresh Air* with Terry Gross, the *Diane Rehm Show*, *To the Best of Our Knowledge and Wait, Wait...Don't Tell Me*.
- Supplement schedule with programming only heard on KANW like *Classical Music for a Sunday Morning*, *Saturday Night Country Classics* and *New Mexico Music*.
- Link your company or organization with KANW public radio programs that appeal to Central New Mexico's active consumers and business leaders.

HEAVY IMPACT SUMMARY

Total paid 20-second announcements @ \$40	75
Additional 20-second announcements at no charge	25
Total announcements	100
Total value of marketing campaign	\$4,000
Tax	\$0
Total cost to underwriter	\$3,000

IMAGE BUILDER SUMMARY

Total paid 20-second announcements @ \$40	25
Tax	\$0
Total cost to underwriter	\$1,000

ATTENTION GRABBER SUMMARY

Total paid 20-second announcements @ \$40	15
Tax	\$0
Total cost to underwriter	\$600

Of course, KANW-FM will tailor an underwriting campaign to meet the needs of any client