(station logo)

Underwriting is NOT Traditional Radio Advertising

Your message stands out! (Station name) does not clutter its airwaves with needless or distracting chatter.

Underwriting messages are really *Thank Yous* to our sponsors for providing financial and in-kind support for our programs and programming. Our listeners hear and appreciate underwriting announcements because *you* are supporting *their* station.

Public radio listeners are ... and services from companies that support public ... tise on commercial radio.

Source: MRI Spring 2003

80% of public rad... mpany when they learn

S... dison Media Research

Underwriters' mes... e often perceived as an endorsement fro... e changed easily, and inexpensively, and the ... ut helps create frequency with the listener – and t...

NOTE: FOR DEMONSTRATION OF DESIGN AND COPY ONLY

INFORMATION CONTAINED HEREIN IS NOT INTENDED TO REFER TO A SPECIFIC RADIO STATION

Benefits:

1. High time spent listening
2. Highly targeted
3. Superior listener loyalty
4. Enhanced ad recall and message retention
5. Inferred credibility through award-winning programming
6. Low clutter environment
7. Philanthropic marketing – holistic, organic relationship between consumer and business. Good corporate citizenship – "Halo effect"

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