



KEBF/KZSR The Rock Program Underwriting Opportunities

- **What is 97.3/107.9 The Rock?**

KEBF/KZSR is a non-commercial community-supported FM radio station staffed entirely by volunteers. Our content is 80% music curated by local DJs interspersed with engaging conversation. Over-the-air we reach Morro Bay, Los Osos/Baywood, Cayucos at 97.3 FM and Paso Robles, Atascadero and Templeton on 107.9 FM with a potential local listening audience of approximately 95,000. The Rock also “streams” on the WEB; so anyone world-wide with a computer, tablet or smart phone can listen to The Rock.

- **What is Program Underwriting?**

Program underwriting is a tax-deductible way for your business to monetarily support The Rock and thus be recognized as a viable and active participant serving the community.

- **What are the Underwriting opportunities?**

As a non-commercial station, we cannot air “commercials” per-se. However, via hourly underwriting announcements, we can acknowledge your support and tell our listening community about your business. Announcements are read at the start and end of each hour, with brief mention in the middle of the hour. We can also craft a custom schedule. You choose the time your underwriting announcement airs. You may also elect to sponsor an entire show.

Here is an example of an underwriting announcement:

“The Rock gratefully acknowledges the support of Hilda’s Café. Serving the Atascadero since 1985, Hilda’s is located at 3041 El Camino in Atascadero and is open from 11 AM to 8 PM daily.”

Our radio professionals will work with you to establish appropriate verbiage for your underwriting announcement;

The Rock has established the following base cost schedule for underwriting:

One hour underwriting sponsorship per day for a week (M-F): \$50 (\$10 per hour)

One hour underwriting sponsorship per day for 4 weeks (M-F): \$150 (\$7.50 per hour)

One hour underwriting sponsorship per day for 26 weeks (M-F): \$600 (\$5 per hour)

If you would like to participate in Program Underwriting, please send email to

YourVoice@CentralCoastRadio.org or call our office at 805-772-1314 and one of our underwriting representatives will contact you.