

PROGRAM UNDERWRITING:

INCREASE YOUR BUSINESS VISIBILITY THROUGH RADIO PROGRAM SPONSORSHIP

REACH NEW CLIENTS:

Every day, retail stores, restaurants, concert promoters, theaters, service providers and many more are reaching out to The Phoenix Radio. By you “underwriting” to specific program you will be reaching out to a dedicated audience.

The Phoenix Radio reaches over 350,000 listeners every week and our listeners are faithful: over one third of our listeners listen for several hours each day and about half make The Phoenix Radio their first or second choice of radio station.

AFFORDABILITY:

Underwriting generally ranges from \$15-\$23 per acknowledgement: remember, we only do one acknowledgement per program or per hour so the number of acknowledgements are accounted for.

That is less than 12 spots would be \$23 each, 12 to 25 spots would be \$19 each and 26 or more spots would be \$15 each.

Number Of Spots	Spot Price
1 –11	\$23
12-25	\$19
26 or more	\$15

YOUR UNDERWRITING ACKNOWLEDGEMENT:

An underwriting acknowledgement will always begin with the same lead-in. “This hour of commercial free music or this show was brought to you by The Phoenix Radio and with support from...” After that, we can go as long as 20 to 40 seconds which doesn't sound like a lot but we fit quite a bit in.

The acknowledgement must be approved by both the underwriter and station manager, and is likely to look something like the following:

Sample Underwriting Acknowledgement

This program in made possible by The Phoenix Radio and support from:

[your business name here] specializing in [your product or service]. [your business] is located [your location]. For more information the number is [your phone number] or visit them at [your web address]

ADDITIONAL EXPOSURE:

We list our underwriters on our website with a link back to their web address

For underwriting please contact us at (941) 677-0290 ask for Sara DeCarlo or send an email to blues@thephoenixradio.com