

KZSU Stanford Underwriting Guide

KZSU, Stanford University's non-commercial, non-profit, educational radio station, broadcasts content that serves the interests of the Stanford, Mid-Peninsula and Bay Area communities. KZSU broadcasts music programming (across genres from classical, jazz, bluegrass, and world to indie), informative news programs, campus events, talk shows, Stanford athletics and, during emergencies and disasters, official information and instructions.

The KZSU listenership is quite large, since our signal broadcasts throughout the Bay Area – up through San Francisco and Oakland (and Berkeley on a good day) and down to San Jose. The Princeton Review consistently ranks KZSU one of the best college radio stations, and currently, we are ranked 6th most popular among college stations in the nation.

Since KZSU is a non-profit, non-commercial station, underwriting gifts linked to on-air announcements that describe businesses underwriting the station are tax-deductible. A description of such announcements and a sample are shown later in this Guide, along with rates for single and repeated announcements. We also publish a quarterly, magazine-style Program Guide, and again, advertising costs are tax-deductible.

We look forward to helping you reach our audience. Please contact us with any questions.

-KZSU Underwriting Directors
underwriting@kzsu.stanford.edu

What is Underwriting?

“Underwriting” means making a tax-deductible gift to KZSU. These donations greatly help public radio stations like KZSU fulfill their educational mission. KZSU will acknowledge your gift in one or more on-air announcements. The on-air KZSU “thank you” announcements can include the name of your business or organization, the services provided, location, contact information, hours of operation and more. Federal Communication Commission regulations, however, do not allow us to include incentives to buy – no prices, superlatives or phrases that urge action, such as “buy this,” or “go to this sale.” If you would like to use phrases that are an urge to action, check out advertisement rates below for our Quarterly Program Guide publication, in which these phrases can be utilized, while still qualifying for our tax-deductible rates.

Single rate - \$35

One 30-second on-air business mention is our “thank you” for a \$35 tax-deductible, underwriting donation.

Weekly rate (Monday through Sunday) - \$200

One 30-second announcement per day (7 per week), scheduled by KZSU staff.

Monthly rate (Monday through Sunday) - \$1000

Two 30-second announcements per day (56 - 62 per month, depending on the month), scheduled by KZSU staff, but occurring in AM and PM slots, with some slots during Stanford athletic events, if requested by the underwriter.

Yearly rate (Monday through Sunday) - \$10,000

Two 30-second announcements per day (56 - 62 per month, depending on the month), scheduled by KZSU staff, but occurring in AM and PM slots, with some slots during Stanford athletic events, if requested by the underwriter.

Advantages of Underwriting on KZSU

Underwriting on KZSU not only supports educational and entertaining non-commercial radio broadcast programming, it also helps your business or organization reach a highly educated, actively engaged listening audience that seeks out and purchases high quality goods and services. KZSU's large broadcast reach throughout much of the Bay Area, and its variety of programming – from music to public affairs to Stanford sports – assures that your business or organization will reach a wide group of potential customers or listeners potentially interested in your organization's activities. These individuals live in some of the most affluent neighborhoods in the U.S., and many hold leadership positions in their business and organizational lives. Moreover, among the Stanford student body are many who will become leaders in local and other communities.

By supporting KZSU, you are announcing that your business or organization supports public broadcasting and its mission to serve the educational and entertainment interests of a well-educated listening audience. This audience is generally an appreciative one, and reaching them through the medium of public radio should create positive associations.

Finally, the costs of reaching this audience through KZSU are low, and the tax-deductible nature of KZSU underwriting rates makes these costs even lower.

Become a member of the KZSU support team. You and your customers will be glad you did.

Here is an Example of an On-air “Thank You.”

(30-second text): "We'd like to thank the Sundance Channel for its support of KZSU programming. The Sundance Channel is a new, 24-hour, commercial-free cable TV channel that features independent films, including American and foreign features, documentaries, shorts, animation and experimental cinema. The Sundance Channel is available from Cable Co-Op on channel 61 in Atherton, East Palo Alto, Menlo Park and Palo Alto. Cable Co-Op's phone number is (650) 856 8181. The Sundance channel is affiliated with the Sundance Film Festival and airs many films that have premiered there. Thanks again to the Sundance Film channel for supporting the programming on KZSU, Stanford."

On-air announcements can also begin, "A portion of KZSU programming is made possible through the generosity of Your Business Name. Additional descriptive text follows, to the limit of 30 seconds.

KZSU Quarterly Program Guide Advertising

The KZSU Quarterly Program Guide is a magazine-style publication that features our programming schedule, interviews, DJ profiles, reviews of songs, albums and concerts, and more. We distribute more than 500 copies on the Stanford campus in dormitories, dining halls, cafes and the student union. We also distribute the Guide in cafes and record stores in San Francisco and in surrounding Bay Area cities.

Advertising in the KZSU Program Guide is an effective way to reach Stanford University students and other Bay Area consumers. Our rates are a bargain compared with many other media, and these rates are tax deductible!

Because these advertisements are not broadcast over the airwaves, Federal Communication Commission underwriting guidelines do not apply. You are free to include urges to action, such as prices, coupons, phrases describing your business and services and reasons to come to your business location.

Program Guide Rates:

Single insertion in a quarterly KZSU Program Guide:

Full Page: \$300 Half Page: \$200 Quarter Page: \$125