

KCSU Underwriting and Services Rate Card

KCSU is one of the largest college radio stations in the country. The KCSU broadcast signal reaches over 250,000 people and can be heard worldwide on www.kcsufm.com. KCSU is a 501c3 non-profit organization affiliated with Rocky Mountain Student Media Corporation.

Underwriting

Produced Underwriting

A consistently aired pre-recorded message up to 30-seconds that may include music _____ **\$15 per play**

Live Read

A message up to 30-seconds, read live by one of KCSU's trained DJs _____ **\$15 per read**

Show Sponsorship

A KCSU DJ will mention the name of your organization twice and a brief description twice for a total of 4 mentions. Shows are generally 2 hours _____ **\$30 per hour**

Concert Calendar Sponsorship

Each weekday during the 5-7 p.m. drive time hour KCSU makes 3 announcements about concerts happening in Fort Collins . We will announce your sponsorship at the beginning of the calendar and read a brief description of your services at the end. _____ **\$30 per day**

KCSU Newscast Sponsorship

Each weekday at 9 a.m., 5 p.m., 6 p.m., and 7 p.m., KCSU delivers a 3-minute newscast about happenings in Northern Colorado. We will announce your support at the beginning of the newscast and read a brief description of your services at the end. _____ **\$15 per day**

Public Service Announcement (PSA)

KCSU will help write, produce, and air a 30 second PSA for your non-profit organization. PSAs average 1-play per day for as long as they remain relevant _____ **\$25 per production**
plays are free

Discounts

Bulk buys can be applied to any total buy on an underwriting and/or Rocky Mountain Student Media service package.

- CSU Student Organizations: 50%
- Not for Profit & CSU Dept. Organizations: 20%
- All underwriting costs include basic production



see reverse for more services

Other Services

KCSU Event Sponsorship

KCSU considers sponsoring events that involve new music, local music, college student services, and more.

- **Media Trades:** Host organization and KCSU trade equal amounts of publicity including underwriting announcements, print materials and other creative media methods.
- **Ticket Giveaways:** Host of an event may donate tickets to be given away by KCSU on-air or online. KCSU will mention the purpose of event for up to 30-seconds with each giveaway.

CSU Women's Volleyball Sponsorship

Support the exclusive radio broadcast of the CSU Women's Volleyball home games. KCSU mentions your business throughout the game and in Rocky Mountain Collegian print ads.

- **\$500 per season**

Rent Production Studio

• The KCSU production studio can be rented to conduct interviews, record audio commercials, podcasts, narration, and many other creative audio services. Our studio has 3 Electro-Voice RE-27 N/D microphones, Adobe Audition CS-6, ISDN connection, Sennheiser HD 280 Pro Headphones, two CD players, and a recordable landline telephone.

- **\$70 per hour, including a studio attendant**
- **\$50 per hour, without studio attendant**
- **Minimum 30-minute rental**

Audio Production

KCSU employees will write and produce commercials, interviews, PSAs, podcasts, narration, and many other creative services.

- **\$50 per hour**

DJ Services

KCSU DJs can come play music at your next event! We can design playlists, take requests, and MC as well.

- **\$100 per hour**

Underwriting Details

Air Times: We will try to honor requests for specific airing times, but we reserve the right to select air time due to technical or schedule limitations.

Underwriting Spot Content: May include business names, slogans, brand, trade names and service listings. Cannot include price info, calls to action, or any other language stating or implying favorable comparisons to other businesses.

Show Sponsorships: Shows typically follow music, public affairs, news, or sports topics. We recommend contacting us to help pair your organization with the right show.

Public Service Announcement: KCSU PSAs are designed for CSU or Northern Colorado listeners with the objective of raising awareness and/or changing public attitudes or behaviors toward a social issue. Is not an announcement for a product, or event regardless of the mission of sponsor organization.

Brief Descriptions: A 5-second or less announcement of an organization's services or purpose.

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