

Kool 94.1

WWPO-LP FM

BUSINESS UNDERWRITING OPPORTUNITIES

WWPO-LP Kool 94.1 is a non-profit, community, radio station. Much of our funding comes from financial contributions by the business community. When your organization or business underwrites programming, you help support an important community resource and cultural asset while providing yourself with a unique marketing tool at the same time.

Some of the obvious benefits are:

1. An association with Kool 94.1 Community Radio programming strengthens public perception of your commitment to the community.
2. By fostering improvements and broadcast expansion at Kool 94.1 through underwriting, you directly increase the listening audience and potential target market for your goods and services.
3. Underwriters are mentioned regularly on the air with our thanks for your support. We mention your name, address, contact information and the goods and services that you provide.
4. An opportunity to reach a targeted audience based on the wide variety format. Music reaches a target audience of 17 - 45.

Our **Special Quarterly Rates** are just too good to pass up. At this time, we are happy to offer 13 weeks (3 months) of underwriting for the low rate of \$95.10. This includes two spots per hour, 2 hours per week, which means more than 52 on-air announcements for your business, but there is more...

At this time we are offering your chance to have a link on the Kool 94.1 website. For just \$5.00 a week, you get a small square ad. For just 10.00 a week, you can get a banner ad. Contact Eddie Richardson, erichardson@kool941.com for details.

As you can see our current quarterly package for \$95.10 is an incredibly easy way to gain community exposure while supporting your community radio station. And, it is tax deductible!

HOW DO I SIGN UP?

Speak with your favorite Kool 94.1 Broadcaster. He/she will help you and give you any information you might need. Or, you may also visit kool941.com for more information. Then, just complete the **UNDERWRITING AGREEMENT**, attach your check and get it to us. Please allow 1-4 weeks for Kool 94.1 to process your underwriting agreement and get your announcement on-air. Underwriting on-air announcements are updated monthly on the first of each month. We will send you a renewal reminder so you can continue your support. Your contribution is greatly appreciated.

Thank you for your support,

Chris Richardson, General Manager/President

Ed Richardson, Underwriter Specialist/Financial Officer

Skip Spence, Engineer Consultant

