

PSA Rates

There are several different ways of scheduling your underwriting announcements on KCHU. Each type has its advantages. The information below is to help you decide which schedule will best suit your individual underwriting needs. Our Development Team is happy to help you with this decision as well as to assist in crafting an underwriting announcement that informs people who you are and what you do as well as conveying your support for Public Radio while staying within federal guidelines.

(Note; KCHU Public Radio offers a 15% discount to non-profit organizations)

- **Run of Schedule:** Run of Schedule spots run at random times throughout our schedule. The advantage to the underwriter is that you reach a variety of listeners and your announcement doesn't become routine. This and the lower rate make it ideal for underwriters who want to run essentially the same spot over a longer period of time and those who want to reach a wide variety of people. **Rate: \$20.40/30 seconds**
- **Prime Time and Local:** These are spots that run between 11:00 AM and 7:30 PM, excluding the Afternoon Report, and during evening volunteer programs. The advantages to this schedule are that these are the times during which we regularly have a larger audience. If your spot needs to reach as many people as possible in a finite period of time, prime time will likely get you the most for your money, despite the slightly higher rate. Underwriting our local volunteer programs shows your support for live local radio and allows you to target your audience at a lower rate than you pay for State and National programs and local news. **Rate: \$22.10/30 seconds**
- **Non-peak National:** This rate applies to targeted national programming that runs outside of peak listening hours, such as Morning Edition, All Things Considered, the late night broadcast of World Café , Radio Reader, Performance Today. This schedule is perfect for targeting early risers or night owls as well as those with specific interests. Targeted spots help you reach specific types of listeners. **Rate: 23.80/30 seconds**
- **Peak National, APRN Programming and KCHU Local Reports:** These are the spots and times with peak general listenership, thus the highest rates. The advantage to the underwriter is the likelihood of reaching the greatest number of people with each spot as well as having your underwriting associated with our most popular programming. **Rate: \$30.00/30 seconds**
- **Legal Announcements** are \$45.00 a piece for 30 second spots with a \$15.00 additional fee for affidavit

*Rule of thumb for timing your announcement is about two words per second. So a 30 second spot will be about 60 words.