

93.5 FM
KWDC
DELTA COLLEGE RADIO

Underwriting Packet
2019

San Joaquin Delta College 93.5 FM
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SJDC RTV
RADIO & TELEVISION

KWDC is a project of the 501(c)3 non-profit

Overview

What is underwriting?

Underwriting is a way of supporting KWDC Delta College Radio (a non-profit, non-commercial educational radio station) and getting the name of your business heard by KWDC listeners (a wide variety of people). You can underwrite KWDC by sponsoring specific programming, or through pre-recorded announcements. We air on 93.5 FM in Stockton, CA, as well as worldwide on kwdc.fm and on the RadioFX app.

The Federal Communications Commission mandates that underwriting announcements may not include qualitative, comparative, or promotional language. A call to action, pricing information, and inducements to buy or sell are not allowed. In addition, KWDC does not permit the use of pre-produced announcements or music beds. The final approval of copy is at the discretion of KWDC. These regulations serve to protect the non-commercial ambiance that public radio listeners value so highly. The special integrity of the relationship between the stations and their listeners extends to the underwriter. The public radio listener positively identifies the underwriter with high-quality programming found on KWDC.

What is allowed?

Underwriting spots may contain factual identification and contact information such as your trade name, location, address, phone number, days and hours of operation, and website. Factual aspects of your products and services may be included, such as brand names, product origin, intended use, content, or form of delivery or method of preparation. Non-promotional brand slogans that are in well-established use by your business may be included.

What is not allowed?

Underwriting spots may not contain qualitative language, comparative language, calls to action, number of years in operation, prices or discounts, first-person statements, or third-person statements. The location may not be given using another business as a reference.

KWDC Underwriting Rates 2019

General Underwriting

Will air on commercial rotation, it is at random so we price by the priority percentage you would like to request, the higher the priority the more often it will play weekly.

Weekly 15-30 second spot - \$10 (default priority)

\$20 (high priority)

\$30 (custom priority between 70-95)

Monthly 30-45 second spot - \$80 (default priority)

\$100 (high priority)

\$150 (custom priority between 70-95)

Monthly 60-second spot - \$90 (default priority)

Annual Package: 45-60 minute spot at default priority - \$250

Live On-Air Reads

You will get the chance to choose a student host to announce your message on their live show. This is more time-specific if you are hoping to know exactly when your message will air.

1 - 30-second spot: \$6

2 - 30-second spots: \$20

1 - 60-second spot: \$12

2 - 60-second spots: \$40

