



# UNDERWRITING ON KSYM

## SPECIAL POINTS OF INTEREST:

- > Underwriting is tax deductible.
- > Underwriting keeps San Antonio's only alternative radio station on the air.
- > 90.1 fm broadcasts to the San Antonio metro area and reaches thousands of people every day.

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## WHAT IS UNDERWRITING?

Underwriting messages serve to identify KSYM supporters on the air.

These announcements include our required station identification, and the naming your business along with a brief description of your product or service.

In the world of public radio, we use a little different jargon than that of the commercial radio industry. We refer to the announcements, that identify a organization and a value-neutral description of their business, as **underwriting**.

In recognition of the non-commercial nature of educational broadcasting and its own non-profit mission, KSYM Radio only airs a small number of announcements per hour.

Ensuring you have listeners full attention.

The average length will be limited to, a Introduction plus 15 seconds; are delivered by a single announcer; don't contain audio, jingles or sound effects, and no more than three underwriters will be identified in the same break.

Underwriting announcements may include a factual description of the products or services provided by a business including brand names. It may include the address, phone or web address.

In the case of a special event, it may include time, date, and place, as well as ticket reservation information.

### Sample Underwriting

KSYM programming is made possible in part by Museum Arts San Antonio, presenting Sherlock Holmes, performed by The Fall Players, February 21st at 8 p.m. at the Lila Cockrell Theatre. Tickets to the full-length presentation of Sherlock Holmes are available at TicketMaster or Museum Arts San Antonio at 555-5555.



## WHO LISTENS TO KSYM?

KSYM's listeners are as unique and varied as the music we play.

KSYM 90.1 FM is the only station in South Texas that consistently plays Texas Music, Adult Album Alternative, Blues, Rock, Punk, New Wave, Electronic, Hip Hop, Metal, Urban, Latin, Jazz, Surf, Folk, World and even live in-studio broadcasts.

KSYM reaches the City of San Antonio, that's over a million potential customers.

Our diverse audience gives you, the underwriter, the opportunity to reach a myriad of unique listeners. Any business that has a target market can reach that audience with KSYM by underwriting. Let us help you pick the perfect time for your underwriting.

KSYM offers one of the lowest rates in town and best of all, underwriting is completely tax deductible. So join our family, underwrite with KSYM today.

[@KSYMradio](#)

[Twitter](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)

\*KSYM is a licensed, non-commercial, educational radio station, which operates on the campus of San Antonio College.

**KSYM  
UNDERWRITING**

KSYM-FM  
San Antonio College Radio  
1819 N. Main Ave  
San Antonio, Texas, 78212

**CALL TODAY**

Office: (210) 486-1371  
Fax: (210) 486-1522  
Email: ksym@alamo.edu

**RATES AND PACKAGES**

Daypart	Time	Rates
Morning Drive	7am—9am	<b>\$520</b> 26 spots at \$20 a spot
Daytime	9am-4pm	<b>\$390</b> 26 spots at \$15 a spot
Afternoon Drive	4pm—7pm	<b>\$520</b> 26 spots at \$20 a spot
Evening	7pm—1am	<b>\$390</b> 26 spots at \$15 a spot
Overnight	1am—7am	<b>\$500</b> 50 spots at \$10 a spot
Specialty	Various	<b>\$520</b> 26 spots at \$20 a spot

*\*Custom packages also available*



*Your only alternative*

**WHY UNDERWRITE WITH KSYM?**

**By underwriting with KSYM your organization:**

- 1) **Gains** direct access to a concentrated, affluent audience of consumer and business decision makers.
- 2) **Enhances** your brand among students, professionals, and business leaders likely to be interested in your products and services.
- 3) **Builds** customer appreciation from KSYM listeners who recognize your commitment to the community.

- 4) **Targets** a substantial web presence. KSYM has a social media following of over 12,500 people and growing.
- Your underwriting support doesn't just help your next business promotion, your tax deductible contribution makes it possible for today's students to get experience in broadcasting.



**Student run radio giving the next generation of broadcasters real world experience.**



**KSYM supports the local San Antonio community with fundraising events every year.**

Who Underwrites With KSYM?

- Restaurants
- Law Firms
- Real Estate
- Theatres
- Universities
- Music Venues