

KSYM Sponsorship

- Student-operated, non-commercial radio broadcasting 24 hours a day, 7 days a week
- Alternative programming includes indie rock, electronic, hip-hop and metal, with a focus on local musicians
- Weekend specialty shows range from Jazz to Country to Classic Rock
- KSYM signal reaches the San Antonio market encompassing over a million people
- Recognized numerous times as one of the Best Radio Stations in San Antonio
- KSYM.org stream connects listeners worldwide

15-second Radio Spot Pricing

Basic

One hour, 2 spots

Mon.-Fri.

9am to 4pm or

7pm to 2am

Total of 52 spots

\$15/ week
\$390/ 6 months

Specialty

One hour, 2 spots

Sat.-Sun.

9am to 4pm or

7pm to 2am

Total of 52 spots

\$20/ week
\$520/ 6 months

Drive Time

One hour, 2 spots

Mon.-Fri.

6am to 9am or

4pm to 7pm

Total of 52 spots

\$25/ week
\$650/ 6 months

Donor Announcement Guidelines

Donor announcements on KSYM are meant to identify businesses and organizations that have provided financial support to the radio station. The FCC regularly investigates and fines non-commercial radio stations for airing impermissible advertisements. To keep in compliance, donor announcements on KSYM may **not** include the following:

- **Qualitative or comparative language** - Phrases like "only the *freshest* ingredients," "San Antonio's *best* tacos," "convenience *like no other* in town"
- **Price information and discounts** - Phrases like "less than \$10 per month," " *free estimates,*" "move-in rent *special*"
- **Calls to action** - Phrases like "stop by one of our four locations," "be sure to try our signature desserts," "visit our website"
- **Inducements to buy, sell, rent or lease** - Phrases like "how about doing something fun," "if you need anything for the great outdoors," "take the stress out of your next car purchase"

Sample KSYM Donor Announcement

KSYM thanks Sanchos Cantina for their support of college radio. Located at 628 Jackson Street, Sanchos Cantina, offers a late-night kitchen, rooftop deck, and live music seven days a week. More information is online at Sanchos m x (dot) com