



## Rate Sheet

Thank you for your interest in airing announcements on TiM FM  
If you have any questions, please give us a call Brad Leggett at  
(402) 710-9616

*Minimum Underwriting: 10 spots*

### **Non-Profit**

\$15.00 per 30-second spot

\$25.00 per 60-second spot

### **For Profit Underwriting (including ticketed concerts and events)**

\$25.00 per 30-second spot

\$35.00 per 60-second spot

# Monthly Business Partner Packages\*

Gold Package – 100 announcements = \$1,000

Silver Package – 50 announcements = \$500

Bronze Package – 30 announcements = \$300

Listing on website is also included.

\*12-month commitment

Contact Brad Leggett at 403-710-9616 or [brad@timfm.com](mailto:brad@timfm.com)

## Remote Broadcasts



**\$150/hour.**

**+\$30/hour for travel**

**+\$0.405 per mile both ways**

**PLUS \$200 pre-event spot purchase required.**

# **FREQUENTLY ASKED QUESTIONS**

## **What is Underwriting?**

Underwriting is a way of supporting TiM FM (non-profit, non-commercial radio station) and getting the name of your business heard by our listeners.

## **What is the difference between advertising and underwriting?**

Advertisements are paid announcements in the print, broadcast, or electronic media, whereas underwriting is a support statement. As a non-commercial radio station, we are prohibited from airing advertising, but we can air underwriting. The major difference between “advertising spots” on commercial stations and “underwriting announcements” on noncommercial stations is an underwriting announcement must have the purpose of “identification only” and its language cannot specifically bring someone to action, as do many advertising spots.

## **What can Commercial Underwriters say?**

Underwriting announcements are concise and gimmick-free. As a non-commercial radio station, TiM FM’s underwriting announcements are defined by the FCC and should conform to their guidelines.

## **What is allowed on announcements for Commercial businesses?**

- Value-neutral descriptions of products and services
- Brand name of products
- Products or services offered or sold

## **What is prohibited on announcements for Commercial businesses?**

- Comparisons and endorsements
- Expression of viewpoints
- Price or value information (including discounts)
- Calls to action (“come on down,” for example)

## **ADDITIONAL INFORMATION**

### **There are three parts of underwriting announcements for Commercial businesses:**

1. The business name
2. A brief description of business or service(s).
3. Repeats your business name and gives location or contact information.

## **Underwriting Example:**

TiM FM THANKS SMITH HOME FURNISHINGS FOR BEING A BUSINESS PARTNER. JONES FURNITURE IS LOCATED AT 2500 N. 14TH STREET IN LINCOLN AND THEY OFFER SELECTIONS OF HOME FURNISHINGS, OFFICE AND COMPUTER FURNITURE, LAMPS, AREA RUGS, PICTURES, AND DECORATING ACCESSORIES. THEIR PHONE NUMBER IS (402) 234-5678. MORE INFORMATION IS AVAILABLE AT WWW.JONESFURNITURE.COM