KJHK 90.7 FM is the student-run radio station at the University of Kansas. Since 1975, the station has been the voice of independent radio in Lawrence. We broadcast 24 hours a day, 365 days a year. KJHK annually receives local, regional, and national recognition for its programming and online content. You can learn more about the station and its reach and metrics on pages 5 and 6 of this guide.

Whether it’s introducing listeners to new music, filming and debuting music videos of local and national acts, covering our community’s vibrant arts and culture, or broadcasting a basketball game from the floor of Allen Fieldhouse, KJHK is an organic production that is representative of the Lawrence experience and our community.

While KJHK is partially funded by KU students, this funding only covers basic station operations. A large percentage of KJHK’s annual budget must be maintained through underwriting support by local businesses and private donors. Many of KJHK’s programs, events, broadcasts, and student experiences would not be possible without this support.

This guide is designed to help potential local sponsors understand what supporting KJHK means to the station, the community, and sponsors in return. Thank you for considering sponsorship of KJHK.

KJHK LISTENERS ARE A GREAT AUDIENCE TO REACH! OUR LISTENERS:
- Are typically between the ages of 18 and 45
- Are educated and culturally diverse
- Consistently support locally-owned businesses
- Are tech-savvy people
- Enjoy going out to community events, concerts, and nightlife

In short, KJHK’s listeners value independent radio and the sponsors that support it! Your support of KJHK speaks volumes to its audience, and your commitment to KJHK will result in our loyal audience’s commitment to you!
DONOR SPOTS ON KJHK

KJHK’S DONOR SPOTS are the station’s classic underwriting option, lovingly handcrafted by our Production Staff and designed to fit your message and style. We encourage you to participate in the production’s creative process. We do our best to place your spots in time that make the most sense for your message; if you are intent on getting the word out regularly during a specific show, we suggest a look at our PROGRAM SPONSORSHIP options as well.

There is no minimum purchase requirement for donor spot packages on KJHK - you can go month to month, or opt in for longer terms and explore bulk pricing discounts. We’re some pretty relaxed and flexible people - don’t see quite exactly what you’re looking for? Just let us know- we can work it out!

For longer term package agreements (three months or more), in addition to your message airing, KJHK will produce two “calendar spots” per month to highlight special events with your business or organization. These air randomly with other KJHK calendar items and help identify time-sensitive information about you and your activities.

Local rates listed here are the standard rates for local Lawrence businesses - that said, KJHK can tailor package pricing to almost any budget - please let us know how we can help you! Campus rates offer KU affiliates an extremely affordable option - these can be obtained by emailing KJHK’s General Manager at generalmanager@kjhk.org, as can national rates.

As a non-commercial radio station, KJHK is committed to providing you with the most effective communication to our listeners as possible. For more information concerning KJHK’s practices for creating donor spots, please take a moment to refer to our Donor Spot Guidelines section of this guide.
DONOR SPOT PACKAGES

PACKAGE 1:
16 spots per month with your message
Up to 2 additional calendar spots produced per month (with 3 month commitment)
$100 per month

PACKAGE 2:
32 spots per month with your message
Up to 2 additional calendar spots produced per month (with 3 month commitment)
$180 per month

PACKAGE 3:
64 spots per month with your message
Up to 4 additional calendar spots produced per month (with 3 month commitment)
Links to your website from www.kjhk.org
$350 per month

PACKAGE 4:
128 spots per month with your message
Up to 6 additional calendar spots produced per month (with 3 month commitment)
Links to your website from www.kjhk.org
$625 per month

KJHK 90.7 FM | 1301 JAYHAWK BOULEVARD | LAWRENCE, KS 66045
785.864.2422 | WWW.KJHK.ORG | ALSO AVAILABLE ON ITUNES, IPHONE, AND ANDROID PHONES
PROGRAM SPONSORSHIP

PROGRAM SPONSORSHIP is designed to tie your organization or brand to specific programming and air times on KJHK. You’ve most likely heard this sort of sponsorship on public radio stations, where a particular show “has been brought to you by” a particular donor. This type of underwriting is effective when you want to be identified with specific KJHK programming or if you are trying to push your message out to a certain portion of KJHK’s audience.

Our rates for program sponsorship are hourly, per-semester, and include two on-air mentions of your sponsorship of the program at the top and bottom of each sponsored hour. In addition to these two mentions, we also produce a donor spot for you to air during hour of programming you underwrite, which may also run in other open time slots free of charge!

If a semester has already begun and you’re still hoping to sponsor program on KJHK, no problem - we’ll prorate this package! When you sponsor an hour of programming on KJHK, this sponsorship is exclusive, meaning no other donors may sponsor that hour, and no other donor spots will run during that hour.

HOURLY PROGRAM SPONSORSHIP PACKAGE:

2 On-Air credits of your sponsorship and message per hour per week
1 Additional Donor Spot made just for you, aired during each sponsored hour
Links to your website from www.kjhk.org
$450 per semester (that’s just $28 a week!)
WANT TO GET YOUR MESSAGE OUT DURING KU GAMES? KJHK Sports broadcasts all home games for men’s and women’s basketball, football, and select baseball and softball games!

**SPORTS PACKAGE 1:**
- **36 spots** aired during KU game broadcasts on KJHK
- **24 spots** aired during KJHK SportsTalk shows
- **60 spots total**, at **$4.16/spot**
- **$250 per semester**, billed monthly in four installments ($62.50/month)

**SPORTS PACKAGE 2:**
- **36 spots** aired during KU game broadcasts on KJHK
- **24 spots** aired during KJHK SportsTalk shows
- **48 spots** aired during KJHK regular programming blocks
- **24 spots** aired during Big 12 Men’s Tournament Coverage
- **132 spots total**, at **$3.78/spot**
- **$500 per semester**, billed monthly in four installments ($125/month)

**SPORTS PACKAGE 3:**
- **48 spots** aired during KU game broadcasts on KJHK
- **48 spots** aired during KJHK SportsTalk shows
- **96 spots** aired during KJHK regular programming blocks
- **36 spots** aired during Big 12 Men’s Tournament Coverage
- **Acknowledgment as a KJHK Big 12 Tournament Broadcast Partner**
- One hour-long remote broadcast at your location (a $200 value)
- **228 spots total plus an hour-long remote**, at **$3.50/spot**
- **$1,000 per semester**, billed monthly in four installments ($250/month)
UNDERWRITING GUIDELINES for non-commercial radio are governed by the Federal Communications Commission. What would be called “advertisements” on commercial radio stations are known as “underwriting announcements” on non-commercial stations, and as “donor spots” on KJHK. Due to KJHK’s status, we have specific guidelines that we must comply with to maintain our license as a non-commercial radio station.

DONOR SPOTS ON KJHK:
- **Can identify, but not promote.** Donor spots can give the the business name, address, and phone number, as well as a menu list of items that sponsor offers (e.g. a list of products and services).

- **Cannot include qualitative statements of a call to action.** Flowery qualitative and comparative adjectives (e.g. “sumptuous food,” “best in town”) are prohibited, as is urging the audience to do something (“apply for the credit card today!”). Descriptions must be value-neutral.

- **Cannot mention discounts, savings, or monetary figures.** Not only are specific numbers prohibited (e.g. “10% off” or “oil changes, just $15.99!”) but the concept of a discount (“on sale now”) is also prohibited by the FCC.

- The exception to the above points is if the sponsor’s logogram (the motto which accompanies the sponsor’s name on promotional and advertising materials) contains such a phrase. For example, “Waterford - Fine Crystal Since 1891” is acceptable if that is the company’s trademark line.

All the rules and regs aside, KJHK is very good at getting your message across in a creative fashion! If you have questions, please feel free to contact us.