



## Underwriter's Contract

(707) 861-9873 kows@sonic.net

PO Box 1073, Occidental, CA 95465

Studio: 445 Orchard St Suite 101, Santa Rosa, CA 95404

Account Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### Donation Level

3 Month Intro \$120

6 Months \$199

1 Year \$360

1 Year Double \$650

Other \_\_\_\_\_

Donations may be tax deductible.

### KOWS Underwriter Benefits:

- A minimum of five underwriting mentions per week. You may designate a show/time of your choice, if available.
- Professionally written underwriter announcement submitted for your approval.
- Your underwriting rate will not increase for three years.
- Your logo and a link to your business on KOWS' website.

## Underwriter's Announcement Content

KOWS will provide a short FCC compliant business announcement for regular airing. To best reflect your business, please provide three main points you'd like to have mentioned that describe your business, service, or product.

Type of Business \_\_\_\_\_

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

**Please note FCC regulations forbids KOWS to:**

Use qualitative terms, i.e. best, most, wonderful, etc.

Provide calls to action, i.e. call today, act before, come by, etc.

Use inducements, i.e. one month free, bonus, gift, etc.

Mention prices, i.e. interest rates, discounts, etc.

**To request some of your announcements be read on a specific show or time, please specify:**

\_\_\_\_\_

\_\_\_\_\_

KOWS Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Business Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

# Thank you!