



## Programs & Promotional Opportunities

KVAK Radio \* [www.kvakradio.com](http://www.kvakradio.com) \* KVAK E-Blast Newspaper  
Contact KVAK: 907-835-5825 or e-mail: [kvaksales@gci.net](mailto:kvaksales@gci.net)

**Local Weather Sponsorship** – KVAK Radio broadcasts a :20 second local weather forecast every hour on both our 93.3FM & 1230AM stations. As a sponsor of the local weather, business would have a :10 second tagline air before the weather forecast on a rotating basis. The business tagline will air every four hours for a total of six taglines each day on both stations. Research shows local weather is the most listened to spot on radio.

**Current Program ♦ One of 4 Sponsors ♦ Year-Round**

**One Spot Open**

**Newsflash Athletes & Activities** – Throughout the school year, KVAK works with VHS and GMS administration to schedule interviews that feature kids in athletics and extra-curricular activities. Tuesdays, we air interviews with students and coaches, Thursdays we do a highlight show and on Fridays we preview upcoming events. KVAK will also do big competition preview shows. The preview shows will have expanded coverage of our local teams and upcoming competitions. Sponsors will be recognized on a banner on the top portion of our [www.kvakradio.com](http://www.kvakradio.com) homepage.

**Current Program ♦ One of 12-15 Sponsors ♦ Nov 15<sup>th</sup> through April 15**

**Cost: \$995/yr MVP; \$695/yr Sports Fan Sponsor: \$395/yr Cheerleader Sponsor**



**Frosty Fever** – KVAK puts on the community Winter Carnival and there is a very strong retail component where 93.3FM & 1230AM listeners get a chance to win prizes and take advantage of discounts and specials by getting and wearing a 3 1/2" Frosty Fever button. Retail sponsors offer their customers a special or discount and KVAK promotes the business on-air and online. Sponsorship includes: business name in promotional radio spots, business highlighted as we

giveaway your big prize, 9 days of :30 second ads to advertise Frosty Fever Special (54 spots on both 93.3FM & 1230AM), name on posters, flyers and in our online newsletter. KVAK gives away 1,250 buttons and for an additional fee, major sponsors can have a 1 ½ hour live broadcast at their business where KVAK gives away the free buttons.

**One of 20-25 Sponsors ♦ February/March**

**Frosty Fever Festival** – Create a strong community presence in Valdez by sponsoring KVAK's Frosty Fever Festival. KVAK works with local businesses, groups and non-profits to put together a 9 day schedule of community events. With the help of sponsors and KVAK, non-profit and community groups become a part of the Festival and their events are well publicized at no cost so they can raise funds for good causes. Business sponsorship not only helps local groups succeed, it associates your business with fun, worthwhile events. Sponsorship includes logo on printed schedule, poster and promo items, name in on-air schedule and recognition at KVAK events.

**One of 12-25 Sponsors ♦ February/March**



**Programs & Promotional Opportunities for 2017**  
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**6 Week Kids Club PSA/Education & Information Campaign**- KVAK works with sponsors to designate a public service campaign or non-profit to spotlight with six week of announcements on 93.3FM & 1230AM and exposure in KVAK's e-mail newspaper and on our website. The program will engage young children in activities aimed at promoting community service and improving their reading and on-air delivery skills. For each six-week campaign, KVAK will work with sponsor or sponsored non-profit to write community announcements and invite Kids Club members in 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> grade to participate in a recording session at the studio. The :30 to :60 second spots, read by Kids Club members, will be aired on 93.3FM and 1230AM throughout the month. For each campaign, we anticipate writing and recording 12 to 15 spots.

1. Sponsor will receive, minimum of 21 Radio Spots (6 weeks @21 spots per week on both stations)  
126 Total Radio Spots

2. E-Mail Newspaper Feature - A feature story on "Theme of the Month" published in two different editions of KVAK E-News. Published on Mondays can be linked to website or pdf.

\* Cost \$2,500 per six week campaign

**Senior Spotlights** - KVAK interviews ALL graduating seniors at Valdez High School and airs the interviews the entire month of May and in a hour and a half program that airs on graduation day. Sponsorship includes a business mention in two programs each day on 93.3FM and 1230AM, the entire month of May and 10 to 15 mentions during program.

**Current Program ♦ One of 8-10 Sponsors ♦ May ♦ Cost: \$195**

**Moonlight Madness** - Let locals know what you have to sell BEFORE they go shopping in Anchorage. During Moonlight Madness, stores and restaurants will be open from 5pm to 10pm and shoppers will have a chance to win a bevy a prizes by entering at participating locations (KVAK will provide sign-up forms and boxes). KVAK will promote Moonlight Madness LIVE on the air Friday 10am to 5pm, so that's a good time to have additional ads on the air. Additional spots are discounted on both 93.3FM & 1230AM.

**One of 12-18 Participants ♦ Friday Before Thanksgiving ♦ Cost: \$220 + \$30 prize giveaway; Additional Advertising: Mini-Blitz: \$95 / Mega-Blitz: \$195**

**Christmas & New Years Messages** - Wish your clients, customers and the community a Happy Holiday and New Year on the airwaves. 14 (:20 second) Holiday message runs Dec 19-25 and 14 (:20 second) New Year's Message air Dec 16 through January 2<sup>nd</sup>.

**One of Many Messages ♦ Dec 17 & Jan 18 ♦ Cost: \$145**