



**Programs & Promotional Opportunities - KVAK Radio**  
[www.kvakradio.com](http://www.kvakradio.com) | KVAK E-Blast Newspaper  
Phone: (907) 835-5825 | E-Mail: [office@kvakmedia.com](mailto:office@kvakmedia.com)

**Local Weather Sponsorship** - KVAK Radio broadcasts a :20 second Local Weather Forecast every hour on both 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.

**Be one of 4 Sponsors | Year-Round | Cost: \$1,080/month**

**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, KVAK airs interviews with students and coaches, Thursdays, a highlighted show and on Fridays, a preview of upcoming events. KVAK will also do a big competition preview show. 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.

**Be one of 12-15 Sponsors | Nov 15<sup>th</sup> through April 15**

**Cost: \$995/yr MVP | Cost: \$1,044 (One time cost for 7-month Sponsorship)**



**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 1/2 hour live broadcast at their business where KVAK gives away the free buttons.

**Be one of 20-25 Sponsors | February/March | Cost: \$995 or \$595 plus prizes)**

**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.

**Be one of 8-10 Sponsors | May | Cost: \$195**



**Programs & Promotional Opportunities - KVAK Radio**  
[www.kvakradio.com](http://www.kvakradio.com) | KVAK E-Blast Newspaper  
Phone: (907) 835-5825 | E-Mail: [office@kvakmedia.com](mailto:office@kvakmedia.com)

**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 weeks 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 sponsors or sponsored non-profits to write community announcements and invite Kids Club Members in 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.

- Sponsors will receive, minimum of 21 Radio Spots (6 weeks @21 spots per week on both stations) 126 Total Radio Spots
- E-Mail Newspaper Feature - A featured story on "Theme of the Month" published in two different editions of KVAK E-News. Published on Mondays insertions can be linked to business website or pdf.

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

**Moonlight Madness** - Let locals know what you have to offer BEFORE they go shopping out of town. During Moonlight Madness, stores & restaurants will give shoppers a chance to win a bevy of prizes by entering at participating locations (KVAK will provide sign-up forms and boxes). KVAK will promote Moonlight Madness LIVE on the air Friday from 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 during Moonlight Madness.

**Be one of 12-18 Participants | When: Friday Before Thanksgiving**

**Cost: \$195 to \$429 + Prize Giveaways**

**Christmas & New Years Messages** - Wish your clients, customers & 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**

**Summer Radio Games** - For Premier Clients & Clients with on-air schedules for June, July & August. Starting June 10<sup>th</sup>, Radio Games will air 2 times a day (Mon-Fri) through the end of August. Have your business mentioned with on-air giveaways all summer long.

**Cost: \$195 CASH (one time cost for Summer Promotion) & 14-\$10 Gift Certificates**

**Winter Travel Forecast / Daylight Hours - Airs on both 93.3FM & 1230AM  
(10:20am, 11:20am, 2:20pm & 4:20pm) - *One Spot Available***

**WINTER TRAVEL FORECAST** - From October through April, KVAK Radio broadcasts a :60 second "Winter Travel Forecast" that KVAK staff puts together each day with forecasts and road conditions for the Richardson and Glenn Highways. A :10 second sponsorship tagline plays before the forecast. **DAYLIGHT HOURS** - From May through September, KVAK Radio broadcasts a :30 second feature with total hours of daylight and the time of the sunrise and sunset. The Daylight Hours feature includes a :10 second tagline for your business. The features airs 4x a day, 7 days a week.

**Feature ♦ Exclusive Sponsor ♦ Year-Round \* \$475/month (w/3+ mo. contract)**