



**Live  
streaming**



**KVAK E-BLAST  
NEWS**

**NORTHWAVE COMMUNICATIONS, INC.**

**Programs & Promotional Opportunities**

**Call: 907-835-5825 or E-Mail: [Office@KVAKMEDIA.COM](mailto:Office@KVAKMEDIA.COM)**

**Local Weather Sponsorship** – KVAK Radio broadcasts a :20 second Local Weather Forecast at the top 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.

**Current Program ♦ Up to 4 Sponsors ♦ Year-Round**

**Contact KVAK to inquire about becoming a Local Weather Sponsor**

**Marine Weather Sponsorship** – KVAK Radio broadcasts a :50 second Marine weather forecast at the 30 mark of every hour on both 93.3FM & 1230AM stations. As a sponsor of the marine weather forecast, businesses receive a :10 second tagline to air after the marine weather forecast. The business tagline airs every hour for a total of 24 exposures each day on both stations.

**Current Program ♦ One Sponsor ♦ Year-Round ♦ Sponsorship Not Available**

**Valdez Fishing Report Sponsorship** – In Valdez, a 3½ minute report will be aired 8x daily, along with a :30 second exclusive sponsorship advertisement. The report will contain interviews, commentary, fishing tips as well as track the progress of the fish derby. Sponsors will have exclusive sponsorship (:10 second introduction and :30 second spot) of two fishing reports every day, seven days a week on 93.3FM and 1230AM.

In Fairbanks, twelve (2 minute) programs will air during the week in Fairbanks on three different stations (KYSC, KDJF & KFAR). Each sponsor will have exclusive sponsorship of three reports each week in Fairbanks (:20 second spot). Sponsorship is also recognized on kvakradio.com.

**Current Program ♦ Up to 5 Sponsors ♦ 2022 Season Closed ♦ Inquire early for 2023!**

**Daylight Hour & Winter Travel Sponsorship** – Daylight Hours highlight the time the sun rises and sets, and includes a :30 second radio spot at the end of the feature for general messaging.

Winter Travel Forecast will highlight the weather and travel conditions on the Glenn Highway through Glennallen and into Anchorage as well as the Richardson Highway through Delta an on to Fairbanks.

**Current Program ♦ One Sponsor ♦ Year-Round ♦ Sponsorship Not Available**



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**KVAK's Frosty Fever** – KVAK puts together a community Winter Carnival Schedule of Events as well as works with local businesses to put together an amazing flyer with deals and specials where 93.3FM & 1230AM listeners get a chance to win prizes and take advantage of discounts & specials by getting and wearing a 3 1/2" Frosty Fever button. Retail sponsors offer their customers a special or discount, KVAK promotes the business on-air and online. Sponsorship includes: business name in promotional radio spots, business highlighted as we giveaway prizes, 9-10 days of :30 second ads to advertise Frosty Fever Specials, name on posters, flyers and in our E-Blast Newspaper Special editions. KVAK gives away 1,250 buttons and welcomes everyone to participate and win!

**One of 25+ Sponsors ♦ February/March**

**KVAK's 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 9/10 day Schedule of 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**

**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 during this time.

**One of 25+ Participants ♦ Friday Before Thanksgiving**

**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 a minimum of two ads daily on 93.3FM and 1230AM, the entire month of May and in the long form program.

**Current Program ♦ One of 15+ Sponsors ♦ May**



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**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 ♦ November through April**

**Christmas & New Years Messages** – Wish your clients, customers and the community a Happy Holiday and New Years on the airwaves. Holiday messages run December 19-25 and New Year's Messages air December 26th through January 2nd.

**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 sponsor or sponsored non-profit 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.

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.

**Contact KVAK to inquire about a KVAK Kid's Club Campaign**

***KVAK is all about bringing fun to the community of Valdez!***

***Contact us if you're interested in sponsoring any of our programs or promotions, it's always a great time to be on-air with KVAK!***