

Underwriting Guidelines

Underwriting is the process of sponsoring a program in exchange for on-air credits. Announcements can include most factual information about your business, including brand name, services offered, location, and telephone number.

Your Announcements May Include the Following:

- Business name
- Location
- Telephone number
- Web address
- Number of years of business
- “Value neutral” descriptions of the services you provide
- Name brands and products
- Underwriting credits may be 15 seconds in length.

Announcements May Not:

- Use calls to action (“**Stop**” on by)
- Use qualitative statements (“The **only**, the **best...**”)
- Give out price information (“Store wide **Sale**” “Holiday **Discount Specials**”)
- Give inducements to visit your business (Airline miles offered with every purchase)

For current rates and to place your Underwriting announcement on any CoastAlaska station call John Beiler, 907 463 6419 or e-mail sponsorship@coastalaska.org