



## Underwriting

Be an underwriter for Divine Mercy  
Radio today with these options!

*Business Sponsor*

*Business Broadcast Bulletin*

*Program Sponsor*

## Locally Produced Programming



## Divine Mercy Radio, Inc.

**108 E. 12th St. Suite #1**

**Hays, KS 67601**

**(785) 621-4110**

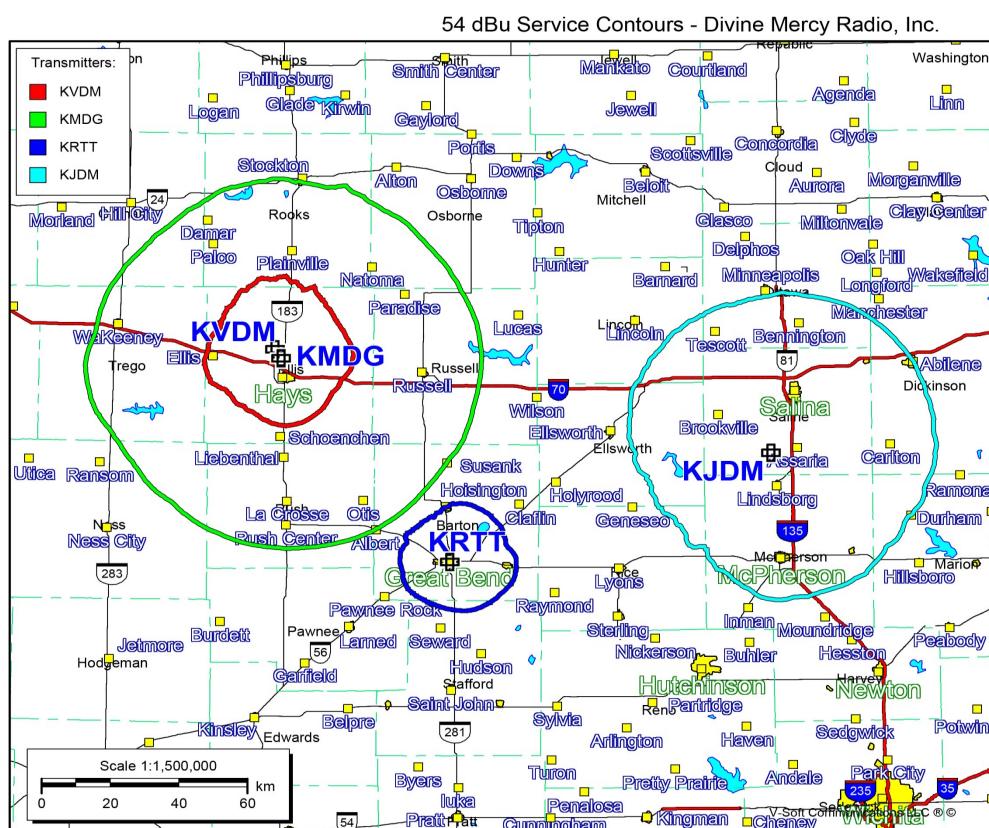
Ways to Listen to Divine Mercy Radio:

Phone App

Online at [dvmercy.com](http://dvmercy.com)

Amazon Echo

## Coverage Map by Station



## Underwriting Options:

- **Business Broadcast Bulletin:** Your business or service’s name and contact is listed with another business
- **:15 Business Underwriter:** Your business or service has 15-seconds to promote your business
- **:30 Business Underwriter:** Your business or service has 30-seconds to promote your business
- **Program Sponsor:** Your business has 30-seconds to promote your business that will run before, during and after a particular show. (The price depends on the number of times a week the show runs.)

## Underwriting Prices

Prices are based on a 1-year contract. For month by month prices add \$50.

Underwriting runs 5 to 10 times/day.

Underwriting is discounted if running on a 2nd station outside your jurisdiction.



Station Population: 81,570

Business Broadcast Bulletin = \$150/month  
:15 Business Underwriter = \$300/month  
:30 Business Underwriter = \$500/month

This station will run EWTN  
and local programming.

Station Population: 39,961

Business Broadcast Bulletin = \$100/month  
:15 Business Underwriter = \$200/month  
:30 Business Underwriter = \$300/month



Station Population: 19,912

Business Broadcast Bulletin = \$50/month  
:15 Business Underwriter = \$100/month  
:30 Business Underwriter = \$175/month

This station will run EWTN  
Radio Classics/Essentials.

Station Population: 27,497

Business Broadcast Bulletin = \$75/month  
:15 Business Underwriter = \$150/month  
:30 Business Underwriter = \$250/month



## FCC Underwriting Rules & Regulations:

Since Divine Mercy Radio is a non-profit, tax-exempt radio station, we abide by the FCC underwriting rules and acknowledge that underwriting should be for identification purposes only and should not promote the contributor’s products, services or company. For example, logos or logograms used by corporations of businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor’s products or services. Similarly, company slogans which contain general product-line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible, but no more than three products can be mentioned. We also believe that the inclusion of a telephone number or web site in an acknowledgement is within these general guidelines, and therefore permissible.

Several examples of announcements that would clearly violate the rule may be helpful:

Announcements containing **price information** are not permissible. This would include any announcement of interest rate information or other indication of savings or value associated with the product. An example of such an announcement is:

- “7.7% interest rate available now.”

Announcements containing **an inducement to buy, sell, rent, or lease** are not permissible. Examples of such announcements are:

- “6 months’ free service.”
- “A bonus available this week.”
- “Special gift for the first 50 visitors.”
- “free tire alignments here.”

Announcements that contain **comparative or qualitative descriptions**. Examples of such announcements are:

- “Our [product] makes your vehicle unique.”
- “Beautiful [product] here.”
- “Hottest prices at [business name].”
- “[Business] offers easy free credit.”