



Underwriter's Contract

(707) 861-9873 kows@sonic.net

PO Box 1073, Occidental, CA 95465

Studio: 445 Orchard St Suite 101, Santa Rosa, CA 95404

Account Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____ Website _____

Donation Level

3 Month Intro \$120 6 Months \$199 1 Year \$360*

Other _____

*Quarterly payments accepted; 5% discount if paid in full at time of signing.

3 and 6 month contracts must be paid in full.

Donations may be tax deductible.

KOWS Underwriter Benefits:

- A minimum of four underwriting mentions per week. You may designate a show/time of your choice, if available.
- Professionally written underwriter announcement submitted for your approval.
- Two free tickets to all KOWS events.
- Your underwriting rate will not increase for three years.
- Your logo and a link to your business on KOWS' website.
- Your very own KOWS bumper sticker, plus a proud sponsor window cling.

Grab some swag! (**choose one**): T-shirt (size___) Hat Mug Cow Moo-er

Underwriter's Announcement Content

KOWS will provide a short FCC compliant business announcement for regular airing. To best reflect your business, please provide three main points you'd like to have mentioned that describe your business, service, or product.

Type of Business _____

1 _____

2 _____

3 _____

Please note FCC regulations forbids KOWS to:

Use qualitative terms, i.e. best, most, wonderful, etc.

Provide calls to action, i.e. call today, act before, come by, etc.

Use inducements, i.e. one month free, bonus, gift, etc.

Mention prices, i.e. interest rates, discounts, etc.

To request some of your announcements be read on a specific show or time, please specify:

KOWS Authorized Signature _____ Date _____

Business Authorized Signature _____ Date _____

Thank you!