Sponsorship Options Overview

**On-air Spots**
KLRN airs client’s message as :15, :20, or :30 spots. If you don’t have a spot that is **FCC-compliant** for public television, KLRN can produce one for you.
- KLRN charges $750.00 for production; B-roll shooting is $250.00 per location
- For a minimum underwriting/sponsorship investment of $2,500, KLRN will waive in-house production costs.

On-air spot elements the client provides:
- Broadcast-quality video or high-res still images (or both).
- Basic script (complying with **FCC standards** for non-commercial stations).
  - 15 second spot: 30-40 words; 50-60 syllables.
  - 30-second spot: 65 words; 100-120 syllables.
  - Read aloud and timed to ensure a viable word count.
- Closing image, including logo, URL, key message.
- Voice quality instructions for voice over (VO): male or female sounding, tone, energy, age-sounding, etc.

Examples: [Demo Reel](#)
Talk to [KLRN Corporate Support](#) and see [KLRN Media kit](#) for pricing details.

**Event Spots**
KLRN offers a new type of spot for events/performances.
This is an evergreen spot plus a graphic and VO promoting a particular event. Then, for future events, KLRN replaces the graphic & VO.

Examples:
- [Majestic](#)  [Magik](#)  [Tobin](#)
  These are typically are :20 long, with a :10 evergreen message plus a :10 event tag. They are substantially discounted from standard on-air spots. The first one, including production, is $1,600 to air 16 times on our main channel and 8 times on our World or Create channels.
  They can also be :20 + :10  [Carver Example](#) $1900 airs 16 times

**On-air Promo Sponsorship**
You can sponsor the promo for a show coming soon to KLRN or on KLRN Passport for members. The 30-second promo airs, followed by “supported by” and your 1920x1080 px graphic and VO promoting your organization and message.
• $400 for a :05 tag, airing 23 times over the course of a week. ($1,300 on-air value)
• $700 for a :10 tag, airing 23 times over the course of a week. ($2,600 on-air value)

Examples:
On Broadway/Majestic Theatre
Green Planet/SACR
Buffalo Soldiers/Dixie Flag
:05 OCI Solar/Sun Queen

On-Air News Updates
• :05 Sponsor Tag and VO
  o $250/evening airing 10 times, approximately 5 each on Main and World channels ($350 value) 1920x1080 px graphic.

Examples:
Magik Theatre | SARA
UH | SA Philharmonic

Digital Options
• Newsletter Banner Ad
  o 800 x 100 px jpg or png with URL.
  o $150/week, reaching 39,000 opted-in followers and viewers.
  o Parents and Passport newsletters also available.
• Web site Ad
  o 300 x 250 px jpg or png with URL.
  o $50/week or $125-150/month, space available, reaches 5-12,000.
• Social Media Handle Tags
  o Facebook, X-Twitter, & Instagram handles.
  o $20/set

Corporate Relations
Sponsorship@klrn.org