



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

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