



Underwriting on KUNV 91.5 FM

AND KUNV 91.5 HD2, THE REBEL

The Broadcast Service of UNLV

Providing quality cultural, educational, informational, and entertainment programming to the Las Vegas valley and our extended listenership and providing UNLV students with the opportunity to achieve professional broadcast and media management skills.

A Connection to our Community

KUNV continues to offer southern Nevada unique programming, commercial free.

Our nonprofit station airs an assortment of contemporary and classic jazz programs Monday through Friday and our eclectic weekend programming reaches and reflects the rich, cultural diversity of our city's population. Hawaiian, Latin, Reggae, Blues, Folk, World, Hip Hop, Rock and other specialty music programs air every Saturday and Sunday.

As an educational resource to students attending UNLV, KUNV is proud of ever-increasing student participation at KUNV 91.5 HD2, The Rebel – a student-operation radio station, providing a another voice for students, alumni, student organizations and the Las Vegas community.

KUNV Underwriting Guidelines

Your underwriting announcement will be crafted to suit your marketing and public relations needs while complying with the FCC regulations applicable to noncommercial stations. Announcements may not include qualitative, comparative, or promotional language, calls to action, pricing information or inducements to buy or sell.

These regulations serve to protect the non-commercial content that public radio listeners value so highly. In this way, the special integrity of the relationship between KUNV and our listeners extends to the underwriter as well. The KUNV listener positively identifies the underwriter with the high quality programming of public radio.

Announcements may include some of the following elements:

- Underwriter's business or organization name or that of the subsidiary, legal DBA, operating division or parent company
- Location of business
- Business hours of operation
- Business phone number and web address
- A value-neutral description of the business or organization
- Trade names, products or services that identify the underwriter
- An established non-promotional corporate slogan

Samples : 30 Scripts

“Support for KUNV comes from Station Casinos...From Walter Trout to Coco Montoya, to Rod Piazza & the Mighty Flyers, Station Casinos is the place to catch live blues...Thursday nights in the Railhead at Boulder Station. Guitar Shorty is in the Railhead this Thursday, August 4th at 8pm. That’s Thursday night blues at Boulder Station. More information available at 547-5300 or Station Casinos dot com.”

Support for KUNV comes from Gordon Biersch Brewery Restaurant. Gordon Biersch offers a full lunch and dinner menu – with starters like Lobster and Jumbo Lump Crab Cake, salads, including a Grilled Chicken Cashew Salad, soups like Lobster Bisque, pizzas, steaks, sandwiches, seafood, and House Specialties, including a Gorgonzola Bone-In Ribeye. Brewed on site lagers are also available – as well as rooms for private parties and gift certificates . It’s all available at Gordon Biersch Brewery Restaurant, on Paradise, just north of Flamingo.”

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Annual Plan

5 announcements per week – 52 weeks @ \$25 per spot

(Plan will be billed at \$542.00 monthly)

This highly effective schedule allows you to reach all of our audiences every day of the week. Copy can be modified throughout the year to refresh a message or highlight another aspect of your business.

Special Event Plan

10 announcements at \$30 each - \$300

Whether it's a concert, conference or a celebration, let KUNV listeners know about your special event or fundraiser. **The Special Event Plan can be modified to 20 spots at \$25 each for \$500.**

KUNV can also work with you to design a customized plan to successfully meet your goals.

Standard KUNV Underwriting Rates

Weekday Announcements Monday-Friday	\$50/spot
Weekend Announcements Saturday-Sunday	\$30/spot
Non-profit Announcements Monday-Sunday	\$25/spot
HD2, The Rebel Spots Monday-Sunday	\$10/spot (10 spot minimum)

KUNV will write, record, and provide a music bed at no additional charge.

- Trade agreements are based on the \$50/spot rate.
- All rates shown are **net** to KUNV

For more information, please call (702) 895-0061.