



KRIM 96.3FM Sponsorship Guidelines

www.krimfm.com

The following guidelines are used by KRIM for writing sponsorships. They are in strict accordance with FCC rules and regulations for non-commercial radio stations. Your sponsorship message may include, but not necessarily limited to, the following station.

- Your company/organizations name, address, location, and phone number
- Value neutral descriptions of products or services
- Official slogans that identify but do not promote
- Brand names, trade names, and their slogans (but not if they promote)
- Number of years in business or in the area

The FCC does not allow the following three types of messages.

- Price information or inducement (25% Off, lowest prices, Only \$9.99, Free, etc.)
- Call to action (Visit, Call, Stop by, Check out, etc.)
- Comparative or qualitative language (the best store, fastest service, etc.)

Sponsorships will be no more than 30 seconds in length. The FCC discourages longer underwriting announcement because the longer they get, the more they become like a commercial.

KRIM appreciates all of our sponsors and will work with you to create a professional and informative sponsorship announcement that accurately depicts your business or organization.

Community Radio for a Community That Cares

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