

The Zebra Radio Project, Inc.  
KZRP-LP 99.3 FM & zebraradio.org  
PO Box 103 San Simeon, CA 562-522-4478

Zebra Radio, KZRP 99.3 FM, is owned, operated, and supported by the people in our community and by the generosity of businesses just like yours.

As a KZRP underwriter your business and your message is associated with a unique and valuable community asset that is an integral part of the Cambria/San Simeon community.

By investing in KZRP your message is presented in an uncluttered, commercial-free environment at a fraction of the cost of commercial airtime and you demonstrate your commitment to the Cambria/San Simeon cultural and educational experience.

Whether you're interested in marketing, or just believe in supporting the Cambria/San Simeon communities, KZRP is a great place to start.

Please consider becoming a KZRP underwriter. If you have any questions about becoming a part of community radio, please give us a call at 562-522-4478, or email us at [ZebraRadioProject@gmail.com](mailto:ZebraRadioProject@gmail.com).

#### KZRP Underwriting Guidelines

Underwriting announcements acknowledge that a person or business has provided a donation to KZRP.

Because of the non-commercial status of KZRP, underwriting announcements must abide by a very particular set of FCC guidelines.

Underwriting announcements may include:

- \* The name of your business
- \*The business's location
- \* The nature of your business

- \* The products and services you offer

The announcement may be no more than 25 seconds in length, about 4 lines of copy. Underwriting announcements may **not** include:

- \* Any mention of price (even if free)
- \* A call to Action (“Go see them today!”)
- \* Inducements to buy (“Get a 10% discount if you...”)
- \* Qualitative or comparative language (“The best in town”)

### **Example of Underwriting on KZRP:**

“Funding for KZRP is made possible in part by George’s BBQ of Cambria, CA. George’s has been serving up BBQ in Cambria since 1979. George’s BBQ, 555 Main St. 555-555-5555 & GeorgesBBQ.com”

Special Event support on KZRP:

- \* You may arrange for a 7-day announcement of an upcoming event.

Example of a special event announcement:

“Support for KZRP and is provided by Soto’s Whole Foods, presenting their annual “Chomp for Charity,” to benefit the homeless community. The benefit takes place on Sunday March 1, beginning at 11am at Shamel Park. More information at HarveysWF.com”

### **Suggested KZRP Underwriting Rates (as of January 1, 2025)**

**\*\$525 for a 12-month commitment paid in full**

**\* \$285 for a 6-month commitment paid in full**

**\* \$190 for a 3-month commitment paid in full**

For your convenience we accept Cash, Check, PayPal payment.

### **KZRP Underwriter Support**

Underwriting on KZRP puts your business in good company, by becoming an underwriter, your business will receive:

\* Regular live and pre-recorded announcements on KZRP radio 99.3 FM

\*Your business logo on our website, [zebraradio.org](http://zebraradio.org), which links to your website

\*The knowledge that you are supporting volunteer-run community radio in Cambria & San Simeon and in the company of other people and businesses

who do the same.

\*A 12-month sponsorship will be approximately 700 on-air mentions \*A 6-month sponsorship will be approximately 350 on-air mentions \*A 3-month sponsorship will be approximately 175 on-air mentions KZRP Special Event Support

Special Event Support is an excellent way for you or your business to notify the community of an upcoming event. Special event support terms include:

- \*\$50 for 7 days of live announcements
  - \*The announcement must not exceed 20 seconds in length
  - \*A 7-day advance notice is required for us to schedule your announcement \*
- The announcement will be read on the air 25 times during the week

KZRP Underwriting / Special Event Agreement The Zebra Radio Project, Incorporated KZRP 99.3 FM \_\_\_\_\_, hereafter referred to as Underwriter, agrees to provide funding in the amount of \$\_\_\_\_\_ to the Zebra Radio Project, Inc., hereafter referred to as KZRP, to underwrite programming on KZRP. Underwriting to begin on

\_\_\_\_\_ and end \_\_\_\_\_ The suggested underwriting fee (as of January 1, 2025) will be payable as follows: • \_\_\_\_\_ \$525 for a 12-month commitment paid in full • \_\_\_\_\_ \$285 for a 6-month commitment paid in full • \_\_\_\_\_ \$190 for a 3-month commitment paid in full • \_\_\_\_\_ \$50 for a 7-day commitment paid in full

We accept Cash, Check, PayPal payment.

On-air script to read:

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Business logos will be featured on our website. Please email logos to [ZebraRadioProject@gmail.com](mailto:ZebraRadioProject@gmail.com). Active links will be listed to direct people to your website. On-air mentions may be changed at the request of the underwriter, through written request, at least 10 days prior to the date of the requested change. All mentions are subject to editing for clarity, brevity, and FCC mandated restrictions. Proof of performance is available on request. All accounts must be kept current, or scripts will be pulled from rotation.

Signed: \_\_\_\_\_

Underwriter  
Company \_\_\_\_\_ Date \_\_\_\_\_

Billing Address:  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_  
Email \_\_\_\_\_

Website Address: \_\_\_\_\_

Receipt - Thank You!

For: The Zebra Radio Project, Incorporated  
Address: PO Box 103, San Simeon, California 93452  
Phone: 562-522-4478

Date Received \_\_\_\_\_

Amount Received \_\_\_\_\_

Received by \_\_\_\_\_

Thank you for supporting Community Radio. KZRP is a nonprofit 501(c)3 organization. All donations and sponsorships are tax deductible. EIN # 93-2908635