

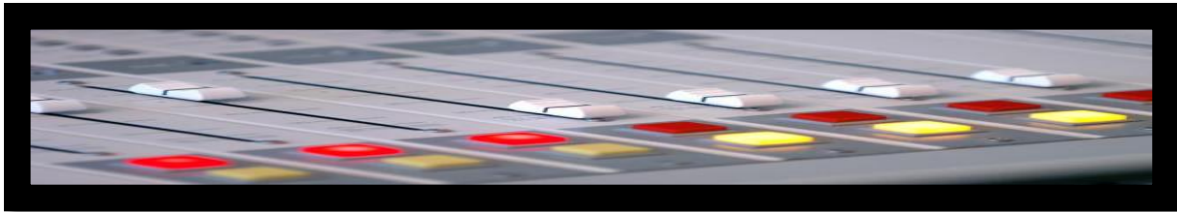


**HUNTSVILLE'S ONLY CHOICE FOR VARIETY**

# **MEDIA KIT 2010**

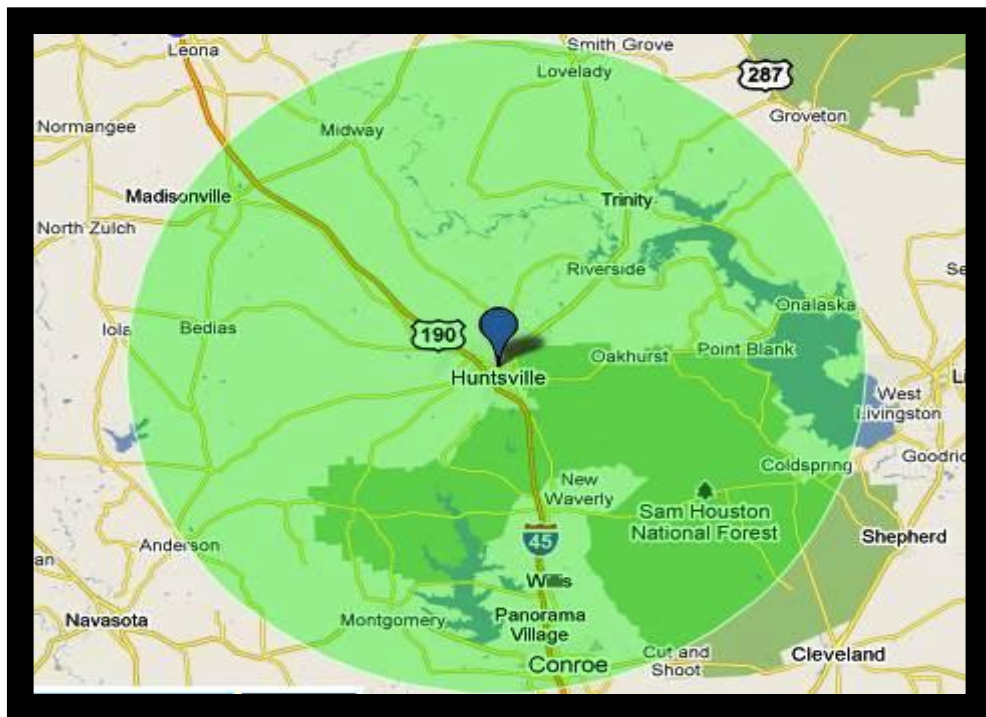
## ABOUT 90.5 THE KAT KSHU

90.5 FM IS A RADIO STATION RUN ENTIRELY BY SAM HOUSTON STATE UNIVERSITY STUDENTS. THIS RADIO STATION OFFERS HUNTSVILLE AND THE SURROUNDING AREA A WIDE VARIETY OF MUSIC INCLUDING: JAZZ, CLASSICAL, COLLEGE ROCK, CLASSIC ROCK, HIP-HOP, LATIN, AND WORLD MUSIC, DEEMING IT AS "HUNTSVILLE'S ONLY CHOICE FOR VARIETY."



## BROADCASTING

90.5 THE KAT KSHU IS LOCATED ON THE CAMPUS OF SAM HOUSTON STATE UNIVERSITY IN THE DAN RATHER COMMUNICATIONS BUILDING. THE STATION REACHES A 30 MILE RADIUS AND FUNCTIONS 24 HOURS A DAY, 365 DAYS A YEAR.



## **UNDERWRITING**

AS A NONCOMMERCIAL STATION, 90.5 THE KAT KSHU MAY BROADCAST UNDERWRITING SPONSORSHIP ANNOUNCEMENTS. UNDERWRITING ALLOWS BUSINESSES TO RAISE AWARENESS OF THEIR PRODUCTS AND SERVICES WHILE ALSO SUPPORTING THE NONPROFIT OPERATIONS OF 90.5 THE KAT KSHU.

SPONSORSHIP ANNOUNCEMENTS ARE INTENDED TO IDENTIFY RATHER THAN PROMOTE SUPPORTERS OF THE STATION. ANNOUNCEMENTS MAY CONTAIN THE FOLLOWING INFORMATION:

- NAME OF THE BUSINESS
- LOCATION AND TELEPHONE NUMBER / WEBSITE
- HOURS OF OPERATION
- A SLOGAN THAT IDENTIFIES BUT DOES NOT PROMOTE
- A VALUE-NEUTRAL DESCRIPTION OF PRODUCT LINE(S) AND/OR SERVICES

ALL SPOTS WILL LEAD IN WITH:

"90.5 THE KAT KSHU PROGRAMMING IS MADE POSSIBLE IN PART BY...." OR  
"SUPPORT FOR 90.5 THE KAT KSHU COMES IN PART FROM...."  
THE COMPANY'S NAME AND MESSAGE WILL THEN FOLLOW.

\*MENTIONS ARE A COMBINATION OF PRERECORDED SPOTS AND LIVE ANNOUNCEMENTS

WHEN YOU INVEST SUPPORT DOLLARS INTO KSHU, YOU'RE ALSO WRITING OFF A TAX-DEDUCTIBLE, CHARITABLE CONTRIBUTION TO A NON-PROFIT ORGANIZATION.



## RATES

5 ANNOUNCEMENTS	—	1 WEEK PERIOD	-	<b>\$25.00</b>
10 ANNOUNCEMENTS	—	2 WEEK PERIOD	-	<b>\$60.00</b>
25 ANNOUNCEMENTS	—	4 WEEK PERIOD	-	<b>\$120.00</b>

## CURRENT T-SHIRT SPONSORS

90.5 THE KAT KSHU HAS CURRENT SPONSORS THAT AIDED IN FUNDING 100 T-SHIRTS THAT ARE WORN BY CURRENT DJS AND OTHER SHSU STUDENTS. THE T-SHIRTS DISPLAY THE LOGOS OF EACH SPONSOR ON THE BACK.

- MARY'S PACK & SHIP
- HUNTSVILLE'S CPU
- POTATO SHACK
- FARMHOUSE INK
- BANDERA GRILL
- GIOVANNI'S ITALIAN GRILL
- TRY TO RECYCLE
- SAM'S CLEANERS
- LAKE ROAD LAUNDROMAT
- JUDY'S ICE CREAM GALORE



# 90.5 THE KAT'S SPRING 2010 PROGRAMMING SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 AM - 8:00 AM							
8:00 AM - 10:00 AM							
10:00 AM - 12:00 PM		Pop Music					
12:00 PM - 2:00 PM	Latin Music			World Music			
2:00 PM - 4:00 PM					Weekend Starter		Inspirational Music
4:00 PM - 6:00 PM			The Sports Fix				
6:00 PM - 8:00 PM							
8:00 PM - 10:00 PM							
10:00 PM - 12:00 AM							
12:00 AM - 6:00 AM							

Jazz	Classic Rock	College/Indie Rock	Hip-Hop	Special Genres
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## SPECIALTY PROGRAMS

**WEDNESDAY WATCH** IS A ONE HOUR PROGRAM OF CURRENT AFFAIRS AND EVENTS ABOUT SHSU, HUNTSVILLE AND WALKER COUNTY. ON AIR WEDNESDAYS 9 AM TO 10 AM.

**THE SPORTS FIX** IS A SPORTS TALK PROGRAM, MIXED WITH SOME CLASSIC ROCK TUNES, THAT COVERS SHSU, PROFESSIONAL, NCAA, AND HUNTSVILLE HORNET SPORTS. ON AIR WEDNESDAYS 4 PM TO 6 PM.

**WEEKEND STARTER** IS A WEEKLY PROGRAM THAT PUMPS LISTENERS UP FOR THE WEEKEND WITH MUSIC NEWS, BOX OFFICE UPDATES, AND SOME COMEDY. ON AIR FRIDAYS 2PM TO 4 PM.



# KSHU RADIO UNDERWRITING CONTRACT

[CONTRACT #: \_\_\_\_\_ ]

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

SCHEDULE DATE(S): \_\_\_\_\_ TO \_\_\_\_\_

TOTAL ANNOUNCEMENTS: \_\_\_\_\_

AMOUNT DONATED: \_\_\_\_\_

PAYMENT TERMS: FULL PAYMENT IS DUE WITHIN 15 DAYS FROM DATE OF INVOICE.

IF THIS CONTRACT CORRECTLY STATES YOUR UNDERSTANDING OF THE CONTRACT TERMS. PLEASE SIGN AS STATED BELOW.

SPONSOR :

\_\_\_\_\_ DATE \_\_\_\_\_

SIGNATURE

PRINT NAME

KSHU RADIO:

\_\_\_\_\_ DATE \_\_\_\_\_

SIGNATURE

PRINT NAME

THANK YOU FOR YOUR SUPPORT!