



The Rock Community Radio Underwriting Packages

The Rock Community Radio is a 501c3 non-profit organization solely operated and supported by the residents and businesses of San Luis Obispo County.

The Rock is a non-commercial and hyper-local radio station. You can hear The Rock on 97.3 FM in the Morro Bay area and 107.9 FM in Paso Robles and North County. 97.3 and 107.9 The Rock also streams worldwide online and from the iPhone/Android smartphone app.

Your community-minded business can make a tax-deductible donation and receive on-air underwriting acknowledgments.

Underwriting Tiers

Bronze (\$250):

- Your business will receive 25 on-air acknowledgments of support, to be broadcast over a 2½ week period. Here's an example:

THE ROCK GRATEFULLY ACKNOWLEDGES THE SUPPORT OF THE ESTERO BAY NEWS, DEDICATED TO COVERING THE STORIES THAT MAKE THIS COMMUNITY SPECIAL. LEARN MORE ESTERO BAY NEWS DOT COM. THANKS ESTERO BAY NEWS FOR SUPPORTING THE ROCK COMMUNITY RADIO.

Silver (\$500):

- Your business will receive 35 on-air acknowledgments of support, broadcast over a 3½ week period.
- Your logo will appear on The Rock's Smartphone App and Online Players with hyperlink, for the term of 20 days.

Gold (\$1000):

- Your business will receive 75 on-air acknowledgments for support, broadcast over a 4½ week period.
- Your logo will appear on The Rock's Smartphone App and Online Players with hyperlink, for the term of 45 days.
- Your :15 audio ad will run as a pre-roll on our online stream for the term of 45 days.
- Your business will get 2 online mentions on our Social channels

Platinum (\$5000):

- Your business will receive 400 on-air acknowledgments of support, broadcast over a 7 month period.
- Your logo will appear on The Rock's Smartphone App and Online Players with hyperlink, for the term of 365 days.
- Your :15 audio or video ad to run as a pre-roll on our online stream for the term of 90 days.
- Your business will get 10 online mentions on our Social channels
- Your business will get logo presence on the front page of The Rock's website (centralcoastradio.org)

**Show your support as a community-minded business now.
Call 805-769-8458 or email YourVoice@CentralCoastRadio.org to sign on-the-air.**

Campaigns are on a space available basis.