



"Mountain Magic" is that unique and special essence of life here in the heart of the Allegheny Highlands made up of our people, our families, our life, our culture, and our beautiful surroundings, which is alluring to others outside of our magical mountain home. Allegheny Mountain Radio, a non-profit community network, helps create and reflect that special enchantment by bringing the communities of Bath, Highland, and Pocahontas Counties, and surrounding areas together as one, reflecting that magical essence of life within.

By underwriting Allegheny Mountain Radio, your business or organization can take part with AMR creating and reflecting the magic of your community as well.

What is Underwriting?

An underwriting spot is an on-air announcement that is an acknowledgement of a donation made by a business or organization in support of the radio station.

How Can I Be Part Of The MAGIC?

UNDERWRITING OPTIONS

effective starting September 1, 2017

REGULAR UNDERWRITING

Quarterly/Annual Contract or Sustaining Supporter

Standard Underwriting Rates:

<u>Spots/week</u>	<u>Quarterly Donation</u>
2	\$120
5	\$230
8	\$340
14	\$560

Short-Term Supporter

(For any amount of time less than a quarter)

Short-Term Underwriting Rates:

<u>Total Spots</u>	<u>Charge/Spot</u>
5 (minimum)	\$50.00
6-10	\$9.00/spot
11-20	\$8.00/spot
21 and up	\$7.00/spot

Specific Time of Day Underwriting Rates

30% upcharge above Standard Underwriting Rates

Exclusive Short Program Underwriting Rates

(for program up to 60 minutes in length)

50% upcharge above Standard Underwriting Rates

Exclusive Program Underwriting Rates

(for program longer than 60 minutes in length)

Price will be determined individually by program

Regular underwriting spot may include name, location, contact info, product/service offered, and non-promotional slogan (see "Guidelines for information Used In Spots)

EVENT UNDERWRITING

Maple Festival Underwriting

Week 1 **OR** Week 2

5 spots--\$35.00

10 spots--\$50.00

Both Weeks

5 spots (each week)--\$60.00

10 spots (each week)--\$95.00

Other Festival Underwriting

Little Levels Heritage Festival (Poc)

Bath Triathlon (Bath)

Pioneer Days (Poc)

Wings & Wheels (Bath)

Durbin Days (Poc)

Highland County Fair (High)

Autumn Harvest Festival (Poc)

Huntersville Traditions Day (Poc)

Hands & Harvest (High)

Wintertide (High)

5 spots per festival chosen--\$35.00 each

10 spots per festival chosen--\$60.00 each

Pick two festivals--Get \$5.00 off total

Pick three festival--Get \$10.00 off total

Pick all festivals--Get 25.00 off total

All festival underwriters (excludes Maple Festival) also receive a free live-read of their script during the LIVE coverage of the Bath Christmas Parade.

Football Underwriting

(currently for Charger or Warrior teams)

Regular Season--\$225.00 (also includes any Playoff/Championship games AMR broadcasts)

Underwriting includes a billboard at beginning and end of game, and one live-read during the game.

Basketball Underwriting

(currently for Warrior teams)

Regular Season--\$125.00 (also includes any Playoff/Championship games AMR broadcasts)

Underwriting includes a billboard at beginning and end of game, and one live-read during the game.

Holiday Greetings

(Underwriters can choose wording of a short holiday greeting within regular underwriting guidelines)

5 spots--\$35.00

Event underwriting spot may include name, location, and one source of contact info.(excludes Holiday Greetings which includes name, location, and short holiday greeting).

By underwriting special events you take part in creating the magical sense of community spirit while supporting your local stations.

Sustaining Underwriter--a business or organization that chooses to underwrite a specific level of regular underwriting with AMR with no end date, to be billed quarterly, with a perk of the rate being locked in when signed up for sustaining status, and not affected by future price increase. Business info, logo, and link will be put on the AMR website. Don't have to renew every year, no contract.

Annual Contract--a business or organization chooses to underwrite a specific level of regular underwriting with AMR on an annual basis. Price is locked for length of contract. Can be billed annually or quarterly. Cheaper than short-term underwriting.

Underwriting Package--An underwriting package is for the length of a year, and contains a specific level of regular underwriting and at least one event level of underwriting. When an underwriting package is obtained, Holiday Greetings is included for FREE (a \$35 value). Package can be billed annually or quarterly.

AMR's underwriting rates represent exceptional value when compared to the cost of commercial radio--due to contributor support--and underwriters receive more focused spots than on high ad-volume conventional stations.

Guidelines for Information used in spots

Name, Location, Phone Number or website;
Mottos or slogans that identify but not promote;
Value-neutral description of a product or service;
Brand name or trade name and product or service that does not include qualitative or comparative language

May not contain:

Price information including any indication of savings or value associated with a product or service;
A call to action (i.e. "Stop By" or "Try Our New Product");
Inducements to buy, sell, rent, or lease

CONTACT INFORMATION

Bath County

Contact Danny Cardwell
PO Drawer G
Hot Springs, VA 24445
540-839-5400
877-572-0721
danny@amrmail.org

Highland County

Contact Scott Smith
PO Box 431
Monterey, VA 24465
540-468-1234
877-378-9289
scott@amrmail.org

Pocahontas County

Contact Dwayne Kennison
9836 Browns Creek Rd
Dunmore, WV 24934
304-799-6004
800-297-2346
dwayne@amrmail.org

WVMR - 1370 AM (Frost)

WCHG - 107.1 FM (Hot Springs)

WVLS - 89.7 FM (Monterey)

WNMP - 88.5 FM (Marlinton)

WDMT - 106.3 FM (Marlinton)

WVMR-FM - 91.9 FM (Hillsboro)

W278AL - 103.5 FM (Durbin)

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Be Part Of The MAGIC!

