



99.1 The Ranch Sponsorship Opportunities

Your Donation is Tax Deductible!

**Your Community Supported Non-Profit Radio
Station. Broadcasting in Eastern Ventura County
and The Western San Fernando Valley.**

Air-Time Sponsorship	Red Sponsor \$1499 mo. for 12 mo.	White Sponsor \$1099 mo. for 12 mo.	Blue Sponsor \$749 mo. for 12 mo.	Gold Feature Sponsor for 12 mo. See Reverse.
Sponsor Spots - Custom 30 second sponsor message airing on 99.1 The Ranch for twelve months branding your organization in the community.	6x a Day* (180 spots per month)	4x a Day* (120 spots per month)	2x a Day* (60 spots per month)	
Stream Banner Ad - Custom Banner Ad on both Ranch Listen Live webpage & Ranch App.	✓			
Event Prize Wheel - Your provided promotional product with branding on Ranch Event Prize Wheel.	✓	✓		
Ranch Community Event Banners - Your logo to appear on Ranch Community Event Banners.**	✓	✓		
Event Broadcast Brochure - Your logo to appear in The Ranch Event Brochure Partner section.**	✓	✓		
Logo in The Ranch Corral - Your logo scrolling in the Ranch Corral.	✓	✓	✓	✓
Sponsor Thank-Yous - Your company mentioned in live sponsor Thank-Yous.	✓	✓	✓	✓
Coupon on Website - Your custom coupon on Ranch Website.	✓	✓	✓	✓
Logo on Website with Link - Your logo to appear on Ranch Website with link to your website.**	✓	✓	✓	✓
Ranch Business Directory - Your company listed in The Ranch Business Directory.	✓	✓	✓	✓

** Logo size & position dependent on sponsor level.

*** Sponsor Spots:**

- 6x a Day - 3 scheduled 6am & 7pm, 3 unscheduled
- 4x a Day - 2 scheduled 6am & 7pm, 2 unscheduled
- 2x a Day - 1 scheduled 6am & 7pm, 1 unscheduled

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Custom 30 second sponsor message airing each hour of the listed show. Plus bottom of the hour identifier of your business on the specified Ranch show.

Sponsorship includes an Intro - "Feature Name is sponsored by..." and an outro :15 second underwriting announcement played after feature.
Most Features are Monday - Friday.

Have The Ranch out for an on-site presence or live remote broadcast.

Your event message airing for 2 weeks prior to event.

About 99.1 The Ranch

99.1 The Ranch plays the top Country Hits serving Simi Valley, Moorpark, & The San Fernando Valley. The on-air "Ranch Hands" connect and engage with the Ranch's loyal listeners, bringing upbeat fun, conversation and giveaways while playing all the Country favorites. Airing on 99.1 FM and Streaming online at 991TheRanch.com and on the Ranch App in iTunes and the Google Play Store.

Nielsen Audio Ratings Fall 2016:

Weekly Cume: 7000 (Measured via mailer.)
Core Coverage Area: Simi Valley, Moorpark, Camarillo
Ventura County Coverage Area Population: 260,000

Western San Fernando Valley

Ventura County Core Coverage Area
Core Coverage Area: Chatsworth, Canoga Park Northridge, Woodland Hills
LA County Coverage Area Population: 1,000,000 est.

Sponsorship Messages vs. Advertising:

As a non-commercial station, "99.1The Ranch" cannot offer traditional advertising for over the air broadcasting. However, you can support the station through sponsorships and underwriting in the form of radio spots that comply with the FCC's rules and regulations governing this activity.

Sponsor contributions are tax-deductible. Sponsorship is acknowledged through produced 30-second radio spots and/or live-mentions.

30-Second Sponsorship Messages May Include:

- Business or organization name
- Address, phone number, and website
- Listing and value-neutral description of up to three products and/or services
- Business or organization specific event info: Date, time, location, and description



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