

KRCB TELEVISION 22 RADIO 91 FM

Program Sponsorships

Businesses of all sizes and types find opportunities to promote their services and products to television and radio audiences in the North Bay area through association with KRCB Television and KRCB Radio.

Your sponsorship is recognized in a series of 10-15 second announcements. On television, your logo can be shown as the announcements are read. You are also acknowledged in *Open Air*, KRCB's monthly program guide that has distribution of 10,000 every month.

You can target a specific audience demographic and select programs on KRCB which meet that need better than any other media. As a PBS/NPR affiliate, KRCB reaches those audiences with precision.

Program sponsorship on KRCB (called underwriting) is extremely cost effective, as your message reaches such a targeted audience. Choose a genre or specific program, and your KRCB representative will put together a program to suit your needs.

In addition to these benefits, the lack of clutter makes KRCB air an excellent location for promotion of your business. The number of announcements is limited and, as a result, the program sponsors are easily remembered by the audience. You are in the company of national and local sponsors who share your values and approach when you select public broadcasting as your medium of choice.

We would be pleased to meet with you to discuss these possibilities further.

KRCB Television 22 and Radio 91
5850 Labath Avenue, Rohnert Park, CA 94928
707-584-2000 krcb.org

