



89.7 KJTH  
from Oklahoma City  
to Wichita

88.5 KZTH  
Oklahoma City Metro

100.1 Wichita

89.1 KXTH  
Seminole

94.3 Shawnee

93.9 Ada

89.9 KTHF  
Elk City/Clinton

89.3 KTHL  
Altus

100.1 Edmond

105.9 Stillwater

105.7 Bartlesville

94.5 Pawhuska

THEHOUSEFM.COM



88.7 KLVV  
Ponca City  
Northern Oklahoma &  
Southern Kansas

98.5 Enid  
90.5 KGVV Enid

107.3 Stillwater

MYPRAISEFM.COM

The Love Station  
P.O. Box 14  
Ponca City, OK 74602

501(c)3 Organization  
Tax Exempt #73-1357030

Phone (580) 767-1400  
(800) 324-8488  
FAX (580) 765-1700  
mail@TheHouseFM.com

# Rate Sheet

Thank you for your interest in airing announcements on The House FM and My Praise FM. If you have any questions, please give us a call at 800-324-8488 or send an email to Promotions@TheHouseFM.com!

*Normal times for spots to air are 6am-9pm, everyday.*

*Cost will be an extra 50% if client requests specific times for their spots to air.*

Minimum Underwriting: 10 Spots



## Non-Profit

(Excluding ticketed concerts & events)

\$14.00 per 30-second spot

\$21.00 per 60-second spot

## Business Underwriting

(Including ticketed concerts & events)

\$20.00 per 30-second spot

\$30.00 per 60-second spot

## Sundays Only

(No Discounts Available)

\$150 for 30 minutes

Minimum Underwriting: 10 Spots



## Non-Profit

(Excluding ticketed concerts & events)

\$7.00 per 30-second spot

\$10.50 per 60-second spot

## Business Underwriting

(Including ticketed concerts & events)

\$10.00 per 30-second spot

\$15.00 per 60-second spot

## Sundays Only

(No Discounts Available)

\$75 for 30 minutes

## Quantity Discounts

(Non-Profits Only)

The House FM and My Praise FM

\$200 in a calendar month - 10%

\$400 in a calendar month - 15%

\$600 in a calendar month - 20%

*This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.*

# Concert Underwriting Giving Levels

(You can choose to buy any amount of spots greater than ten (10), these are just examples of what different levels of underwriting gives for promotion for your event.)

## **FREE**

Placement under the banners on the Concerts/Events page in plain text -

<http://www.thehousefm.com/Concerts.aspx>

Placement on Community Calendar (if non-profit) -

<http://www.thehousefm.com/thehouse.asp?ID=commc&s=0&b=1>

A Community Calendar announcement will be on the air for 5 weekdays before the event and will be heard at least one of these times: 9:20 am, 1:20 pm and 7:20 pm. *(if non-profit)*

A mention of the concert during the ticket/CD giveaway *(if giveaways are provided)*

## **\$180 (non-profit) \$200 (for profit)**

Everything mentioned at the free level

10 Thirty (30) second produced spots on The House FM

Some mentions of concert around songs from artists performing at concert (3 days in advance of show)

## **\$340 (non-profit) \$400 (for profit)**

20 Thirty (30) second produced spots on The House FM

-OR-

13 Sixty (60) second produced spots on The House FM

Placement of poster on Concerts page: <http://www.thehousefm.com/thehouse.asp?ID=concerts&S=0&b=1>

Some mentions of concert around songs from artists performing at concert (5 days in advance of show)

Extra mention before ticket/CD giveaways

**If you are considering spending \$1000 or more, we can create a custom promotions package for you including DJ appearances and promotional possibilities. E-mail [Promotions@TheHouseFM.com](mailto:Promotions@TheHouseFM.com) for more information.**

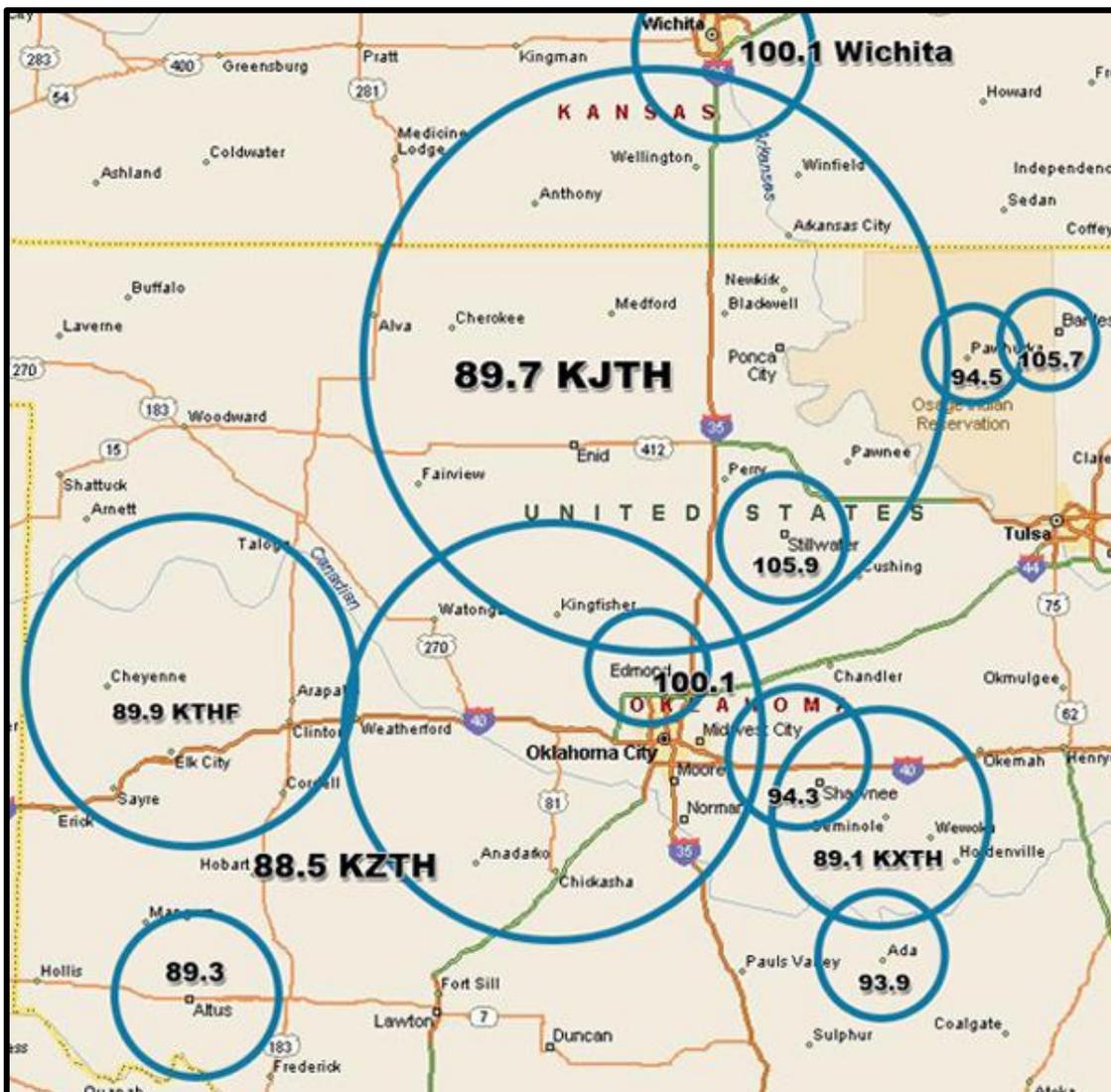
# THE HOUSE FM

The House FM is a Christian CHR station with 12 frequencies reaching dozens of cities across Oklahoma and Kansas with a 63,200 person cume rating.<sup>1</sup> Our social media has a presence on Twitter, Instagram, Snapchat, YouTube and 36,000+ fans and counting on Facebook.

<sup>1</sup>Arbitron Oklahoma City, Tulsa, and Wichita TSA's Fall 2014 ratings period. KJTH/KXTH/KZTH/KTHF have a 42,900 person cume rating for the period of Monday-Sunday 6 a.m. to midnight, persons 12 and over. Produced by RRC from Data © 2014 Arbitron, Inc.

## Frequencies

- 89.7 OKC to Wichita (Ponca City and Enid area)
- 88.5 Oklahoma City Metro
- 100.1 Wichita
- 100.1 Edmond
- 105.9 Stillwater
- 105.7 Bartlesville
- 94.5 Pawhuska
- 89.3 Altus
- 89.9 Elk City/Clinton
- 89.1 Seminole
- 94.3 Shawnee
- 93.9 Ada



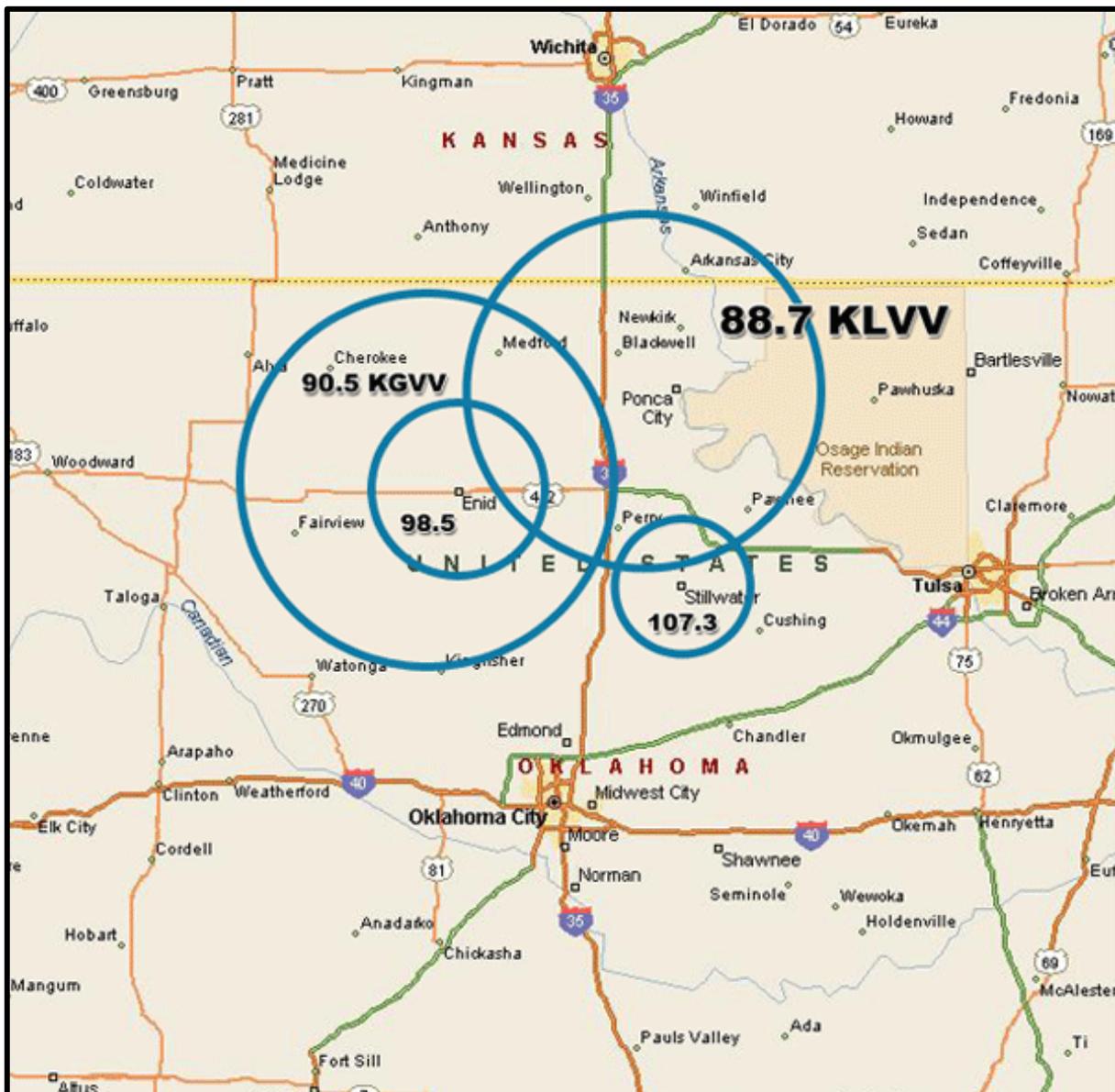
# MY PRAISE FM

My Praise FM is a Christian AC station with 3 frequencies reaching multiple cities in Oklahoma and Kansas with a 12,200 person cume rating.<sup>2</sup> Our Facebook page currently has more than 5,000 fans and counting.

<sup>2</sup>Arbitron Oklahoma City, Tulsa, and Wichita TSA's Fall 2014 ratings period. KLVV/KGVV has a 12,200 person cume rating for the period of Monday-Sunday 6 a.m. to midnight, persons 12 and over. Produced by RRC from Data © 2014 Arbitron, Inc.

## Frequencies

- 90.5 Enid
- 98.5 Enid
- 88.7 Ponca City
- 107.3 Stillwater



# REMOTE BROADCASTS



## *The House FM Rates*

\$150/hr.  
+\$30/hr. for travel  
+\$0.405 per mile both ways

**PLUS** \$200 pre-event spot purchase required.

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## *My Praise FM Rates*



\$100/hr.  
+\$30/hr. for travel  
+\$0.405 per mile both ways

**PLUS** \$100 pre-event spot purchase required

**NOTE:** If you want a remote on both stations, calculate the per hour amount for each station less travel and mileage for 2nd station.

Questions we ask when booking remote ...

1. Which station(s) do you want it on?
2. Date
3. Time
4. Location
5. How big is the event in the community?
6. How many people are you expecting?

## BULK EMAILS

- 2 cents per delivered message  
(currently 35,000+ unique email addresses in our database)  
No charge for returned addresses

# FREQUENTLY ASKED QUESTIONS

## **What is Underwriting?**

Underwriting is a way of supporting The House FM & My Praise FM (non-profit, non-commercial radio stations) and getting the name of your business heard by our listeners.

## **What is the difference between advertising and underwriting?\***

Advertisements are paid announcements in the print, broadcast, or electronic media, whereas underwriting is a support statement. As a non-commercial radio station we are prohibited from airing advertising but we can air underwriting. The major difference between "advertising spots" on commercial stations and "underwriting announcements" on noncommercial stations is an underwriting announcement must have the purpose of "identification only" and its language cannot specifically bring someone to action, as do many advertising spots.

## **What can Commercial Underwriters say?\***

Underwriting announcements are concise and gimmick-free. As a non-commercial radio station, The House FM & My Praise FM's underwriting announcements are defined by the FCC and should conform to their guidelines.

## **What is allowed on announcements for Commercial businesses?\***

- Value-neutral descriptions of products and services
- Brand name of products
- Products or services offered or sold

## **What is prohibited on announcements for Commercial businesses?\***

- Comparisons and endorsements
- Expression of viewpoints
- Price or value information (including discounts)
- Calls to action ("come on down," for example)

## **ADDITIONAL INFORMATION**

### **There are three parts of underwriting announcements for Commercial businesses:**

1. The business name
2. A brief description of business or service(s).
3. Repeats your business name and gives location or contact information.

### **Underwriting Example:**

THE HOUSE FM AND MY PRAISE FM THANK SMITH HOME FURNISHINGS FOR BEING AN IMPACT PARTNER. SMITH HOME FURNISHINGS IS LOCATED AT 2500 N. 14TH STREET IN PONCA CITY AND THEY OFFER SELECTIONS OF HOME FURNISHINGS, OFFICE AND COMPUTER FURNITURE, LAMPS, AREA RUGS, PICTURES, AND DECORATING ACCESSORIES. THEIR PHONE NUMBER IS 765-3539 OR 1-800-966-2180.

*\*Does not apply to non-commercial underwriters*