



### WHO WE ARE

Life 101.9 (KNWS-FM) is a ministry outreach of the University of Northwestern–St. Paul (MN) with the mission of leading people to Christ and helping believers grow through Christ-centered media. Listeners tune in by the thousands every day for our encouraging and uplifting music.

*Life 101.9 is a non-commercial station, which means our primary means of support comes in the form of direct contributions from our listeners. But we also welcome the support of local area businesses, through our Impact Partner program! And we show our appreciation for these Impact Partners with daily on-air announcements.*

These announcements are 15-second thank-you announcements with a message. Your message will be aired every day, Monday through Friday, at the best time available. Repeated mentions of your business on Life 101.9 will result in name recognition and goodwill from our large and loyal listening audience.

### WHO SHE IS

Our target listeners are adult women, primarily between the ages of 25 and 54. "Busy" is the best word to describe how she feels...juggling her job and family. The demands are constant. Perhaps she also has an aging parent for whom she's responsible. Multiple schedules to coordinate, conflicting schedules to resolve...the day-to-day demands of a growing family.

*Keeping her family healthy is important to her. And then there are the finances. She listens to Life 101.9 because it encourages her, keeps her grounded spiritually, and she knows she can trust the music. There's nothing the kids shouldn't hear.*

Life 101.9 ministers to her through the reassuring music and, of course, the shared experiences of other listeners. It reminds her she isn't alone...in her neighborhood, or in the world. Building community, encouraging faith in God, and reflecting her values...that's why her favorite radio station is Life 101.9!

### AUDIENCE SHARE – Fall 2015 Nielson Ratings

Life 101.9 provides access to **76,400 listeners** across eastern Iowa each week!

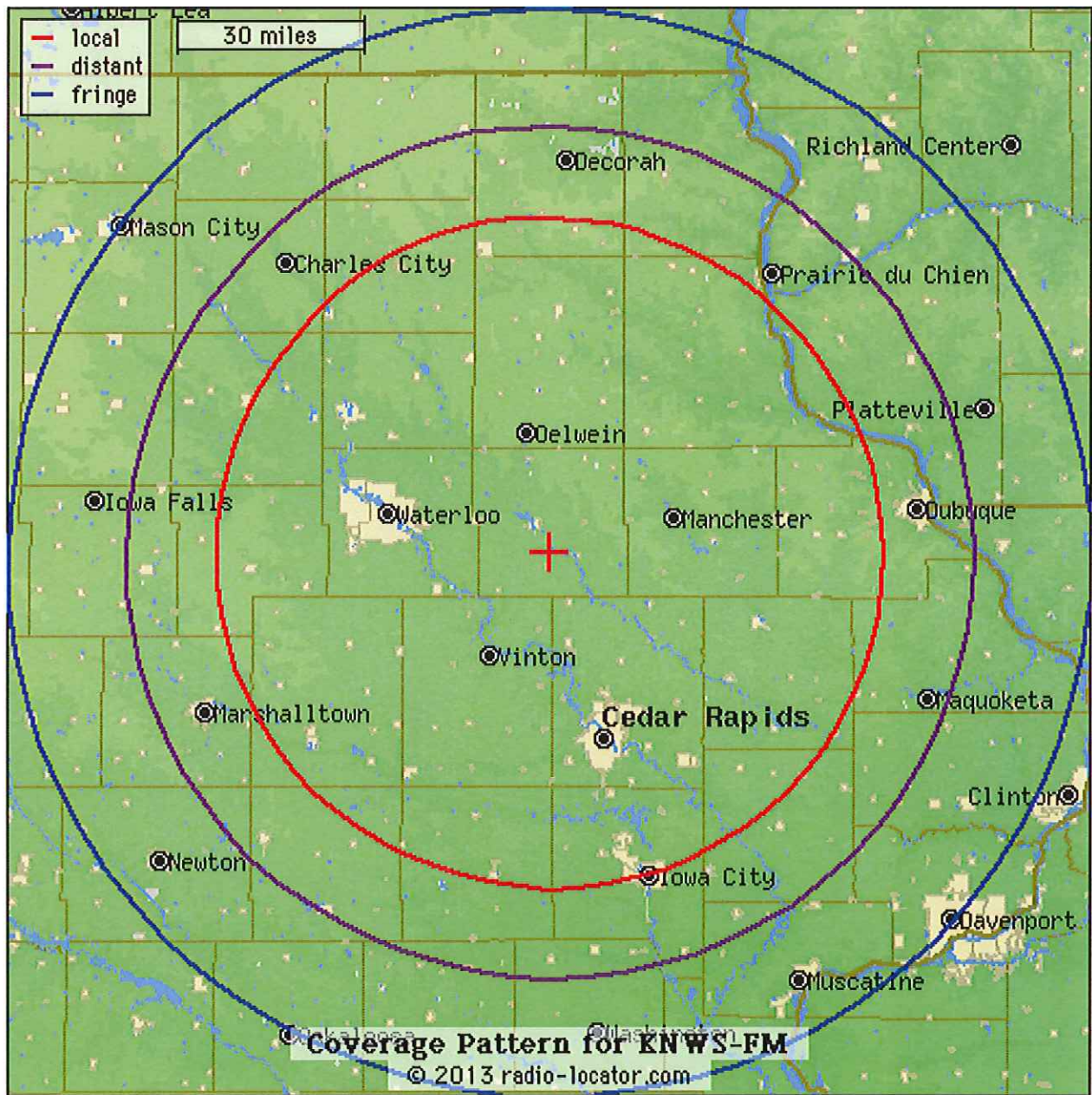
**5.2** – 12+ AQH share, Cedar Rapids DMA (3<sup>rd</sup> place)

**7.9** – women 25-54 AQH share, Cedar Rapids DMA (tie-1<sup>st</sup> place)

**Life 101.9 • 4880 Texas St. • Waterloo, IA • 50702 • 800-728-5697**  
**[doug@life1019.com](mailto:doug@life1019.com)**

# life 101.9

Life 101.9's powerful 100,000 watt signal covers all of eastern Iowa, plus portions of southwest Wisconsin and even southern Minnesota! And translators in Dubuque and Marshalltown boost our signal for listeners in those cities.





## MESSAGE EXAMPLES

### Keys to Living

Support provided by our Impact Partner...Keys to Living Christian Counseling Center. Over 30 years of professional counseling from a Christian perspective...with offices in Cedar Rapids, Iowa City, and Waterloo. On the web at [Keys-to-Living.org](http://Keys-to-Living.org).

### Slumberland

Support provided by our Impact Partner...Slumberland Furniture, with many locations throughout eastern Iowa. More information is available online at [Slumberland.com](http://Slumberland.com).

### Cedar Valley Orthodontics –

Support provided by our Impact Partner...Dr. Chris Holahan at Cedar Valley Orthodontics. New patients are always welcome at offices in Cedar Falls and Charles City...creating beautiful smiles for children, teens, and adults. Learn more at [Cedar-Valley- Orthodontics.com](http://Cedar-Valley-Orthodontics.com).

### Bridgehaven

Support provided by our Impact Partner...Bridgehaven Pregnancy Support Center in Cedar Rapids. Bridgehaven offers pregnancy testing, ultrasound, and compassionate support, all at no cost. Learn more at [Bridgehaven-C-R.org](http://Bridgehaven-C-R.org).

### ACES

Support provided by our Impact Partner...ACES, working with businesses to create customized IT solutions. ACES offers computer networking, web, e-mail and social media consulting, plus on-site service around the clock. Learn more at [acesiowa.com](http://acesiowa.com).

## GUIDELINES

All scripts must meet the following Federal Communications Commission guidelines.

- Can include:**
- Name/Address/Phone/E-mail/Website
  - Products and Services provided
  - Slogans that identify product or service
  - Hours of operation
- Cannot include:**
- Comparative or Qualitative descriptions of services
  - Call to Action
  - Inducements to Buy, Sell, Rent, or Lease
  - Promotions of Services over another
  - Mention of prices or sales



**Impact Partner Underwriting Agreement and Flight Schedule**

<p align="center"><b>OPTION 1:</b>          Between 1-129 spots -- <b>\$20.77</b> per spot          13 weeks (1x per day M-F) - \$1,350 or \$450 per month</p>
<p align="center"><b>OPTION 2:</b>          Between 130-259 spots -- <b>\$19.62</b> per spot          26 weeks (1x per day M-F) - \$2,550 or \$425 per month</p>
<p align="center"><b>OPTION 3:</b>          Between 260-519 spots -- <b>\$18.46</b> per spot          52 weeks (1x per day M-F) - \$4,800 or \$400 per month</p>
<p align="center"><b>OPTION 3a:</b>          520 spots or more -- <b>\$16.62</b> per spot          52 weeks (2x per day M-F) - \$8,640 or \$720 per month</p>

Business:

Option: **1 2 3 3a**

Total cost:

Payment: ONE-TIME -or- MONTHLY, net 30 (Note: Events require payment in advance)

*All announcements run 6:00am – 6:00pm, equal rotation of best times available*

Start Date	End Date	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Per Week

**Total announcements per this agreement: \_\_\_\_\_**

*I agree to this donation and flight schedule with Life 101.9 (University of Northwestern – St. Paul):*

\_\_\_\_\_ Business representative

\_\_\_\_\_ Date

\_\_\_\_\_ Life 101.9 representative

\_\_\_\_\_ Date