



**christian
familyradio**

BOWLING GREEN 90.7 • GLASGOW 89.3 • OWENSBORO 91.7

Business Partner Packages

STARTER PACKAGE \$150/month

- 21 spots each month
**Six month agreement*
- 18 spots each month
**Three to Five month agreement*
- 16 spots each month
**One to Two month agreement*
- Listing on Business Partner Directory on CFR website

LEGACY PACKAGE \$250/month

- 40 spots each month
**Six month agreement*
- 32 spots each month
**Three to Five month agreement*
- 28 spots each month
**One to Two month agreement*
- Listing on Business Partner Directory on CFR website

THRIVE PACKAGE \$350/month

- 60 spots each month
**Six month agreement*
- 52 spots each month
**Three to Five month agreement*
- 44 spots each month
**One to Two month agreement*
- Listing on Business Partner Directory on CFR website

TRANSFORM PACKAGE \$500/month

- 100 spots each month
**Six month agreement*
- 84 spots each month
**Three to Five month agreement*
- 70 spots each month
**One to Two month agreement*
- Listing on Business Partner Directory on CFR website

We can customize a package to fit your budget!

Office: 270-781-7326 | Fax: 270-781-8005

E-mail: partner@christianfamilyradio.com

Address: P.O. Box 539, Bowling Green, KY 42102

Vital Faith + Strong Families = Thriving Communities

Partnership with Christian Family Radio Has Advantages!

Exposure

Your business gets featured on a high-quality, much listened to Contemporary Christian Radio Station that reaches a wide demographic focusing on women 25-46 with a secondary target of ages 13-23 and a tertiary target of ages 47-56. That's why we call it Christian Family Radio!

Listener Loyalty

CFR listeners often seek out opportunities to support businesses that partner with CFR because of like-minded kingdom values.

God's Blessing

We believe that when you support God's work He blesses it!

Satisfaction

Every time you turn on the radio, you will know God is working through you to help vital faith, strong families, and communities thriving in His presence.

What We Can Say About Your For-Profit Business:

- A Factual Description *(Based on FCC rules)*
 - Who You Are
- A Factual Description of your products and services.
(Brand names and brief description of products)
 - Your Slogan *(if you have one)*
- Your Location, Hours Of Operation, Phone Number and/or Website

What we can say about your non-profit organization:

This includes churches, municipal utilities, non-profit hospitals and any other non-profit or government affiliated organization.

- No Restrictions!

Partnership Packages are based on a 7-day rotation with your 30-second announcement airing from 5:30am – 9:00pm. Number of spots each month is based on level of support and length of commitment. Christian Family Radio is a non-profit, non-commercial radio ministry.

We're listener-funded, but many businesses also help with our daily expenses. It's different from traditional advertising! Instead of running commercials with lots of hype, the FCC allows us, as a non-commercial station, to run underwriting announcements that inform our listeners about businesses like yours who support Christian Family Radio!

How this differs from traditional advertising...Our spots don't contain prices, comparisons, value judgments, or calls-to-action. Disadvantage? *Not Really!* Our announcements do contain the "Five Ws:" **WHO** you are, **WHAT** your business does or sells, **WHEN** you're open, **WHERE** you are and **WHY** you do what you do!





Special Program Sponsorships

Proverbs 31 Minute (weekdays at 3:15 pm)

- \$150/month (30-second underwriting spot before each day's show)
- \$250/month (30-second underwriting spot before and after each day's show)
- Daily one minute vignette features real women offering real-life solutions to those striving to maintain life's balance, in spite of today's hectic pace and cultural pull away from godly principles

Adventures In Odyssey (weekdays at 6:30pm)

- \$150/month (30-second underwriting spot before each day's show)
- \$250/month (30-second underwriting spot before and after each day's show)
- All of the fun of Saturday morning cartoons...without the worry! *Adventures in Odyssey* presents the stories, characters and situations kids love...and the values that Mom and Dad appreciate! Although it's aimed at kids ages 8-12, research shows that everyone enjoys this half-hour show!

My MoneyLife (weekdays at 12:55pm)

- \$150/month (30-second underwriting spot before each day's show)
- \$250/month (30-second underwriting spot before and after each day's show)
- My MoneyLife's 2-minute feature connects with all generations with biblical truth of making and managing money so that God's purposes for one's life can be fulfilled.

Plugged In (weekdays at 4:40pm)

- \$150/month (30-second underwriting spot before each day's show)
- \$250/month (30-second underwriting spot before and after each day's show)
- Host Bob Waliszewski highlights five of the big-deal areas in the entertainment world: music, DVDs, video games & apps, TV shows, and movies...helping parents process what is available for families today, ensuring that they're equipped to deal with all that contemporary culture throws at them.

12 Days of Hope

- During December CFR showcases 12 non-for-profit ministries/organizations with detailed interview segments
 - \$500 sponsors the day with 40 :30 second spots (your preference of date to run)
- social media recognition
- Banner on website
 - Live mentions on your designated sponsor day

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