

Buy One, Give One!

The effect of Covid-19 on businesses in the Dallas-Ft Worth metro area is especially disruptive to local charities and nonprofit organizations that depend on donations to provide critical services to our community. Losses in funding limits their ability to provide assistance and recruit volunteers.

A recent IAB study of 400 buy-side decision makers, showed that the majority of advertisers have shifted their messaging to Mission-based and Cause-based marketing messages.

Promote your brand's special messaging through a KERA/KXT sponsorship and we'll match it with a schedule recognizing your support of your organization's favorite local non-profit.

Be a hero twice!

Little BOGO	Medium BOGO	Big BOGO
15 KERA and 15 KXT Prime Time announcements + 15,000 pre-roll impressions + 15,000 banner impressions building your brand	30 KERA and 30 KXT Prime Time announcements + 30,000 pre-roll impressions + 30,000 banner impressions building your brand	60 KERA and 60 KXT Prime Time announcements + 60,000 pre-roll impressions + 60,000 banner impressions building your brand
15 KERA and 15 KXT ROS :15 announcements + 15,000 pre-roll impressions + 15,000 banner impressions supporting non-profit partner	30 KERA and 30 KXT ROS :15 announcements + 30,000 pre-roll impressions + 30,000 banner impressions supporting non-profit partner	60 KERA and 60 KXT ROS :15 announcements + 60,000 pre-roll impressions + 60,000 banner impressions supporting non-profit partner
\$6,075 value	\$12,150 value	\$24,300 value
\$2,000	\$4,000	\$6,000

- Announcements must run prior to June 1st as mutually scheduled.
- All messages are :15 in length.
- Prime announcements are scheduled M-Su 5a-7p on KERA and M-Su 6a-7p on KXT.
- ROS announcements are scheduled M-Su 6a-10p on KERA and KXT.
- Pre-roll announcements run on either KERA or KXT Live Streams based on availability.
- Branding announcements feature information about your business.
- Non-profit announcements identify your business as funder with balance of announcement featuring non-profit's information. Format: "Support... comes from [sponsor] sharing [non-profit] offers/needs/seeks ..."

