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KCIS Office and Studios  
19303 Fremont Ave N  
Seattle, WA 98133

## Southern Gospel Sundays Sponsorship

Grabbing audience attention is the key to effective advertising. How often do you have the chance to connect with the heart and soul of your customers? Deeply rooted in America's culture, Southern Gospel music stirs people's emotions; it warms the listeners' heart and feeds their soul. Southern Gospel Sundays offers Seattle radio listeners four hours of popular Southern Gospel music every Sunday afternoon, hosted by Duayne Kent on KCIS. Through this engaging and one of a kind music special, your advertising message carries impact to reach your potential customers!

As part of this four hour music special, Southern Gospel Sundays features highlights of Bill Gaither's Homecoming concerts. Traditional Southern Gospel music underwent a tremendous surge in popularity during the 1990s, thanks to the efforts of Bill and Gloria Gaither and their Gaither Homecoming tours and videos, which began in 1991 as a reunion of many of the best known and loved Southern Gospel music artists.

### **CLIENT NAME to Receive:**

- 2x sponsor mentions per hour throughout the show (Sunday 4pm-8pm) **Value: \$200**
- 15x sponsor mentions during the week leading up to the show **Value: \$375**
- 2x :60 commercials per hour during the show (Sundays 4pm-8pm) **Value: \$200**
- Web ad with link to sponsor business for one month on [KCISradio.com](http://KCISradio.com) **Value: \$140**
- Sponsor category exclusivity

**Monthly advertising and promotional value (over 4 weeks): \$3,660**

### **CLIENT NAME to Invest:**

- **\$850 per month** (based on 4-week month)

