

SPONSORSHIP **GUIDELINES**

The unbiased sound listeners know and appreciate.

Radio and Television Marketing:

- 15 second radio broadcast announcements
- 30 second television promotions created by our experienced production team

Guidelines for business partners:

1. Underwriters must be identified by name.
2. The message must clearly state the underwriter's support of Alaska Public Media.
3. The message may include factually, value-neutral descriptive information about the products, product line, or services. May not be qualitatively or promotionally descriptive.
4. May include underwriter's well-established trademarks such as corporate tagline, brand, or trade name.
5. May include one phone number and/or web address, but no call-to-action to accompany it.

The message may not include:

- Superlatives or comparatives, ie. bigger/best
- Calls to action
- Comparison with other products/business
- References to prices
- Third-party endorsements
- Political messages

Because messages
sound like content,
they are heard
and remembered.

Web and digital marketing:

Website banners and buttons on alaskapublic.org in .jpg or .gif format

Button: 330 pixels wide by 110 pixels tall

Banner: 110 pixels wide by 110 pixels tall

Constant contact banners in weekly newsletter

Dimensions: 620 pixels wide, variable height up to 300 pixels

Format: .jpg format, static only