

Underwriting

Corporate, Foundation, and Small Business Underwriting

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Why Underwrite?

An important contribution to quality radio is made by foundations, corporations, small businesses and individuals like yourself who provide funds to underwrite the presentation of a program or series of programs broadcast on No Lies Radio. No Lies Radio is nonprofit, non commercial and broadcasts 24*7 music, news, and talk and carries such informative and educational programs as Democracy Now, The Thom Hartmann Show, Exploration with Dr. Michio Kaku, New Dimensions Radio, Ecoshock, Economic Update with Richard D. Wolff, Guns & Butter, Flashpoints, The Project Censored Show, The Pacifica Evening News, and many more! No Lies Radio is Worldwide Community Internet Radio and is an affiliate member of the nationwide Pacifica Radio Network.

Underwriting singles you out

Underwriting on No Lies Radio places you, your product or service in a unique position by clearly separating your name from the clutter inherent in commercial advertising. Just as you, the underwriter, supports No Lies Radio, our loyal listeners will support you. A great majority of community radio listeners say their opinion of a company is more positive when they discover the company supports non commercial nonprofit radio.

You can reach a large audience

By underwriting, you can reach over 70,000 listeners/visitors per month¹ on No Lies Radio at far below what it would cost to reach a comparable audience with commercial radio. No Lies Radio offers you a unique opportunity with one or more of our various packages starting at only \$5 per on air spot mention of your company and which also includes a uniquely designed ad post on our website (which averages more than 250,000 page views per month¹) that can link to your website.

Underwriting identifies your company as socially aware

An association with No Lies Radio identifies your company as a civic and community-minded organization with an interest in the public that goes beyond simply selling a product or service.

The full amount you pay is a tax-deductible contribution.

Because No Lies Radio is a non-profit tax exempt 501(c)(3) organization, your underwriting contribution could be considered 100% tax-deductible². You should ask your tax advisor for a final determination. [More information is here.](#)

Why Internet Radio?

Internet Radio can reach qualified potential customers in more places, more frequently and more consistently than any other medium including broadcast radio. We virtually have listeners and visitors from

all over the world on every continent with the majority located in the US and Canada. You will reach potential customers on their computers or laptops at home or in the office and on their smart phones in the car or out running errands. Studies have shown that Americans spend an average of three hours a day tuned in to the only medium that has become their constant travel and leisure companion – radio. Qualified candidates will hear your message no matter where they are in the country or in the world.

Send a one-on-one message: Radio underwriting creates a more intimate relationship between your business and the listening audience than print or television messages. You can personalize your message to continually stay “in the minds” of the market.

No Lies Radio is a cost-efficient medium for your business: Packages start at only \$5 per on air 30 second spot which also includes a website ad post with a link to your website. You can provide us with a graphic or video for your website ad post and produce a 30 second mp3 for your radio spot. We can also produce your website ad and radio spot if you wish...ASK.

For more information about Underwriting,

**contact the Station Manager, Allan Rees at 510-275-1002 or via email
at:underwrite@noliesradio.org**

1 Source: average of last 12 months ending 12/31/2016 Awstats on Cpanel

2 No Lies Radio is an alternative media project of the No Lies Foundation, a California nonprofit public benefit corporation. No Lies Foundation has been granted tax exempt status by the Internal Revenue Service under 501(c)(3) of the Internal Revenue Code as a nonprofit organization.