

Ways You Can Advertise On KAMP Radio and UATV

Kamp

- Shout- Outs:

Every Wednesday from 12pm to 1pm KAMP sends out its mobile D.J. unit onto the University of Arizona's mall, located just in front of the student union and food court, to play music for students eating lunch or just passing through. Because it is one of the busiest times of day for the University of Arizona's mall our music reaches thousands of student in one day. For **\$60 per Wednesday** you can advertise through our mobile D.J. unit by us giving a "shout- out" for our sponsors and whatever else you would like us to say regarding your company, but keep in mind that the shout out must be short and to the point. You are guaranteed at least 2 shout- outs per Wednesday but usually get a couple more than that.

- Underwriting:

KAMP Radio is a non- commercial radio- station but we do offer one way for a business to get its name out on the air. Underwriting is where a company sponsors a public service announcement. For example, a D.J. may say something like this between songs:

"Maloney's Bar says be smart and don't drink and drive on this Saint Patrick's Day weekend."

Prices are as followed: **Prime- Time is \$7 for 2 announcements for one hour**

Off- Peak is \$5 for 2 announcements for one hour

Late- Night is \$3 for 2 announcements for one hour

UATV

- Slides:

The University of Arizona controls two television stations on campus, channel 3 and channel 20. These two channels reach over 5,500 students living on campus and can serve many companies with a powerful and affordable way to advertise. Channel 20 is a station that only plays these advertising slides while it plays KAMP radio in the background. Many students will tune into this station to listen to music while doing homework and because a slide will run every 1.5 to 2 min (or every tenth slide) a companies advertisement will be seen hundreds of times a day. Channel 3 plays many popular movies and also all student ran T.V. programs at the University of Arizona. Advertising slides run before and after movies/programs on channel 3 at the identical time that the ads are ran on channel 20. A companies ad can be seen thousands of time every week by thousands of college student for only **\$100 per week** .

- 30 Second Commercials:

A company can also advertise on channel 3 through 30 second commercials that are played before and after movies/programs. The **basic rate for this service is \$15 per run but discount rates are available** for running a commercial a certain number of times.

*Please contact Mike H. at mchulse@email.arizona.edu or call at 520- 621- 7584