

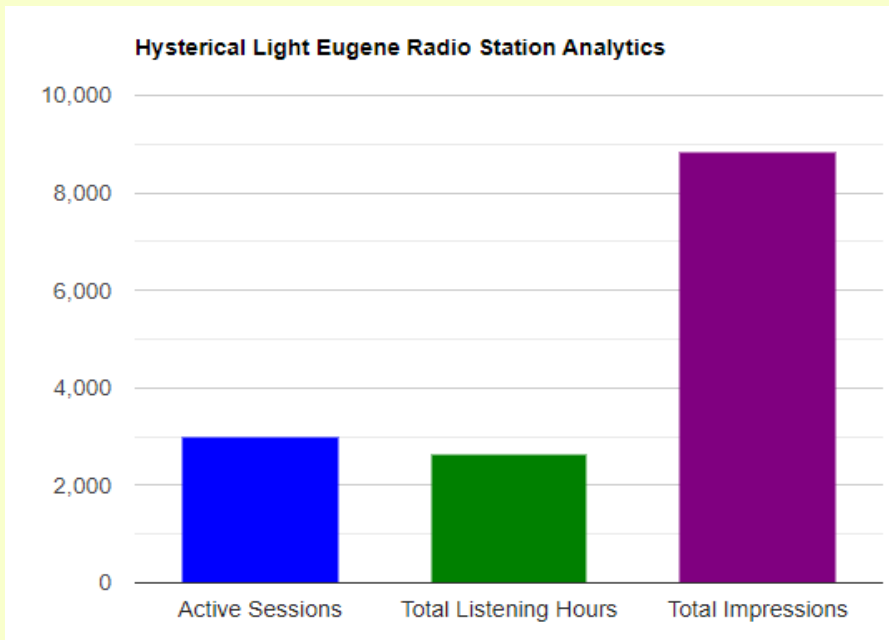


Hysterical Light Eugene Media Sponsor Kit



About Us:

Hysterical Light Eugene is an internet-based radio station (KHLE) broadcasting 24/7 from the heart of Oregon (72 W. Broadway, Eugene), delivering a curated mix of music and talk, through weekly live shows, attending local events, etc. We're rooted in the community and pride ourselves on celebrating the soul of Eugene, connecting local and unique brands with our dedicated listeners.



Listener Analytics for (06/01/2023 - 04/01/2023)

- **Active Sessions: 3,002**
- **Total Listening Hours: 2,628.16**

Advertising Reach

- **Total Impressions: 8,846**

Why Sponsor with Us?

Our audience is a vibrant, engaged group of listeners who tune in regularly for our unique content. With a broad range of shows and a focused demographic, we offer our partners targeted exposure in a highly interactive environment.

- **Targeted Audience:** Our listeners are a mix of Eugene locals and internet users who appreciate unique, curated content.
- **Engagement:** Our active sessions and listening hours show a dedicated and engaged audience.
- **Reach:** With thousands of impressions, your brand will gain significant exposure.

Sponsorship Opportunities:

- **On-Air Advertising:** Tailored 30-second ad spots broadcast during various listening times.
- **Sponsored Segment Feature:** Your brand can be the highlight of our popular segments, resonating with our listeners.
- **Exclusive Station Sponsor:** Become synonymous with our top shows, owning the airtime and becoming a part of our station's culture.
- **Digital Exposure:** Your brand will be featured on our website and social media platforms, showcasing your products or services to our online community.

Advertising Rates*: *!! 50% off (for up to 6 months) for the first 10 'founding members' !!*

- **Standard Ad Package:** \$10 - \$25 per ad for a 30-second spot aired during less popular hours.
- **Premium Time Slot:** \$25 - \$50 per ad for a 30-second spot aired during peak listening times.
- **Segment Sponsorship:** \$250 - \$500 per month for sponsorship of a particular show or segment, including mentions at the beginning and end of the show, and no competing ads during the show.
- **Digital Only Package:** (Rates depending on length of time featured per month) \$5 - \$100 per month for website and social media promotions.
- **Exclusive Station Sponsorship: Inquire for custom rates.**

Custom Packages:

- ❖ We understand each brand is unique. Hysterical Light Eugene offers custom sponsorship packages to meet your specific marketing goals and budget. Let's co-create a campaign that resonates with our listeners and brings your brand to life!

**All Options also available in bundles (3, 6, or 12 months) discounted an additional 10%*

Advertising Terms and Conditions:

- **Ad Content Submission:** Advertisers must submit their ad content in the following formats: MP3 for audio and JPEG or PNG for graphics. All ad content must be submitted at least 5 (preferably 10) business days before the scheduled air date.
- **Content Guidelines:** All ad content must comply with station and community standards. Advertisements may contain explicit language, but NEVER any hate speech, or content that promotes illegal activities. KHLE reserves the right to reject any ad that does not meet these standards.
- **Ad Length and Frequency:** Standard ad spots are 30 seconds in length. Advertisers can purchase longer spots in 15-second increments up to a maximum of 60 seconds (inquire for add-on rates). Ads will be played as per the agreed schedule, which will be provided to the advertiser in advance.
- **Payment Terms:** Payment for ad spots must be received in full before the campaign start date. Accepted payment methods will be outlined, and late payments may result in the delay or cancellation of the scheduled ads.
- **Cancellation Policy:** Advertisers may cancel their ad spots up to 10 business days before the scheduled air date for a full refund. Cancellations made less than 5 business days before the air date will incur a 50% cancellation fee.
- **Liability:** KHLE will not be responsible for errors in the ad content provided by the advertiser. The advertiser assumes full responsibility for the content of their ads and indemnifies KHLE against any claims arising from the content.
- **Ad Changes:** Any changes to the ad content must be submitted and received at least 3 (preferably 5) business days before the scheduled air date. Changes cannot be guaranteed if the request is made later than this deadline.
- **Reporting:** KHLE will provide advertisers with a report detailing the air times and dates of their ads, as well as any applicable listener metrics.
- **Intellectual Property:** Advertisers guarantee that they have the necessary rights and permissions for all content, music, and images used in their ads and will provide documentation upon request.
- **Governing Law:** The terms and conditions of advertising on KHLE are governed by the laws of the state of Oregon.

Ad Specifications:

- **Audio file format: MP3, 128 kbps minimum**
- **Image file format: JPEG or PNG, 72 dpi minimum, with the dimensions specified per ad placement**
- **Ad content must align with the station's brand and image and is subject to approval**
- **Advertisers must provide a script for any live-read ads for approval by Hysterical Light Eugene prior to the scheduled air date**

Become a part of the Hysterical Light family

Visit www.hystericallight.com

Contact Us:

For more information or to submit your ad content, please contact our team @

hystericallighteugene@gmail.com

or

Call: (541) 972-3338