

KKJX

★ **91.7** ★

**JACKSONVILLE
TEXAS**



KKJX IS “HOMETOWN PROUD”

★ KKJX is unique in today’s radio environment; we are truly a community radio station and our focus is on Jacksonville, Rusk, Pierces Chapel, Maydelle, Turney, Mt. Selman and most of Cherokee County. Our primary concern is the health and welfare of our listeners, thus we routinely broadcast local weather, highway and road conditions, school closures and schedule changes, and anything that may have an impact on our listeners.

★ Additionally, our reports include bridge closures, changes in road conditions and river conditions.

★ KKJX entertains and informs with music from the 40’s, 50’s, 60’s, 70’s and a little beyond. KKJX’s goal is to bring you a community radio station for all listeners. KKJX supports other non-profit organizations with announcements of their activities.

★ KKJX is run in part, by a dedicated staff of area volunteers, who come from all walks of life, with the common goal of improving the quality of life for our listeners.

★ KKJX programming includes a wide range of music, local talk shows that cover city, county, state wide issues, call-in shows, public affairs, emergency alerts and awareness, and more. KKJX is licensed to East Texas Community Broadcasting. The station is a member of the Texas Association of Broadcasters.

★ As a non-commercial community radio station, KKJX is dedicated to service – but we know we’re not alone. Our community is awash in organizations committed to serving. In that spirit, KKJX has created the Non-Profit Appreciation Program. Each month, we select a local non-profit to highlight with scheduled PSAs, interviews (when available), and with our presence at an event that group is hosting.

★ Each week, KKJX presents the Community Connections Report (CCR). It airs at 4:55 PM and 7:55 PM on Fridays, and 8:20 AM and 11:55 AM Saturday mornings.

★ If you’re interested in having a PSA or CCR please contact us at kkjx917@gmail.com



KKJX OFFERS AN ALTERNATIVE TO ADVERTISING

Underwriting identifies your business, products and services as supporting community radio programs on KKJX. Underwriting puts your enterprise in touch with our educated, dynamic audience.

Cost-Effective Identification

Underwriting puts your business in the spotlight with a strong, well-defined market segment of alternative radio listeners, at rates far below those of other station's. KKJX is dedicated to service – but we know we're not alone. Our community is awash in organizations committed to serving. In that spirit, KKJX has created the Non-Profit Appreciation Program. Each month, we select a local non-profit to highlight with scheduled PSAs, interviews (when available), and with our presence at an event that group is hosting.

Image Enhancement

Underwriting acknowledgments are concise and gimmick-free, linking your

business or personal identity with the high-quality image of commercial-free radio in the community interest.

Reach an audience that matters

You can position your announcements in a specific part of the day or near a specific program feature. KKJX serves Jacksonville, Rusk, Pierces Chapel, Maydelle, Turney, Mt. Selman and most of Cherokee County.

Support programming you enjoy

Identify your business with a particular style of music or personality found only on KKJX. When you tune in to KKJX "Hometown Proud" and listen once, you will remember what radio used to be— what radio is supposed to be!

★★ Acceptance of announcements and underwriters with the potential for conflicts of interest or listener misconceptions will be taken into consideration on a case-by-case basis. KKJX may refuse to accept underwriting from companies, businesses, organizations, or any other entities deemed to be inconsistent with KKJX's core values and mission,

not of interest to KKJX listeners, or that could be detrimental to the welfare and image of the station. With the sole exception of cases where underwriting agreements do not receive final approval from KKJX General Manager, under no circumstances will KKJX refund underwriting donation.



KKJX "HOMETOWN PROUD" 91.7 FM - DOLLAR A HOLLER DAYS -

Dollar a Holler Days was very successful getting local businesses to try radio underwriting in many markets, so we are back with Dollar a Holler Days!

That's right; KKJX is giving you the opportunity to try radio underwriting for your business for only one dollar per thirty second spot! Your underwriting announcement will play during prime time—6 AM to 6 PM, it will not be buried after midnight. We want your underwriting campaign to be a success so you will continue to let KKJX help your business grow.

Promotional period

January 1st, 2024 - April 1, 2024 - Introductory promotion for new clients, not renewable. Purchase 8 weeks of underwriting and **the first 4 weeks will be only one dollar per spot!**

Minimum purchase

56 thirty second spots (ads), \$98.00 - 1 spot per day x 8 weeks. 28 @ \$1.00 each + 28 @ \$2.50 each = \$98.00, **only \$12.25 per week!**

Scheduling

All spots purchased under this promotion must run during eight consecutive weeks. - These are "run of station" spots, meaning they can be aired anytime between 6am to 6pm daily, no specific time can be promised. However spots will be scheduled on a first come first served basis in the "best time available" as the schedule fills up starting at 6am each day. We recommend 3 spots per day Monday-Sunday for 8 weeks for maximum exposure. 168 spots —total cost \$294.00, **only \$36.75 per week!**

Copy

Ad copy, outline, or pre-recorded spot, no hidden charges! For spots that must be produced, you will be limited to one spot that will run during the campaign due to the time involved in writing and recording the spot. If you have spots that are ready to air you can have multiple spots running.

Payment

Payment will be required when the order is signed—no agency commissions will be paid for this promotional rate.

If you have ever thought about radio underwriting do not pass up this limited time offer for one dollar radio underwriting. Have a lot to say? Full sixty second spots are also on sale for only \$2.50 each for the first 4 weeks! Minimum purchase \$210.00
1 spot per day x 8 weeks. 28 @ \$2.50 each, +28 @ \$5.00 each = \$210.00, **only \$26.25 per week!**

Call Bill at 903-805-7338 (cell) now to take advantage of this one time special, or email kkjx917@gmail.com



REAL CLASSIC COUNTRY

**REAL CLASSIC COUNTRY IS
BACK ON THE AIR IN
JACKSONVILLE!**

KKJX "HOMETOWN PROUD" 91.7 FM

You got vocal and we listened! Classic country is back on the radio and it's about time! You can tune in classic country anytime at www.kkjxfm.com

To make a request or dedication, do so online on the website or to inquire about sponsorship opportunities, please call **903-805-7338** or email info@kkjxfm.com.

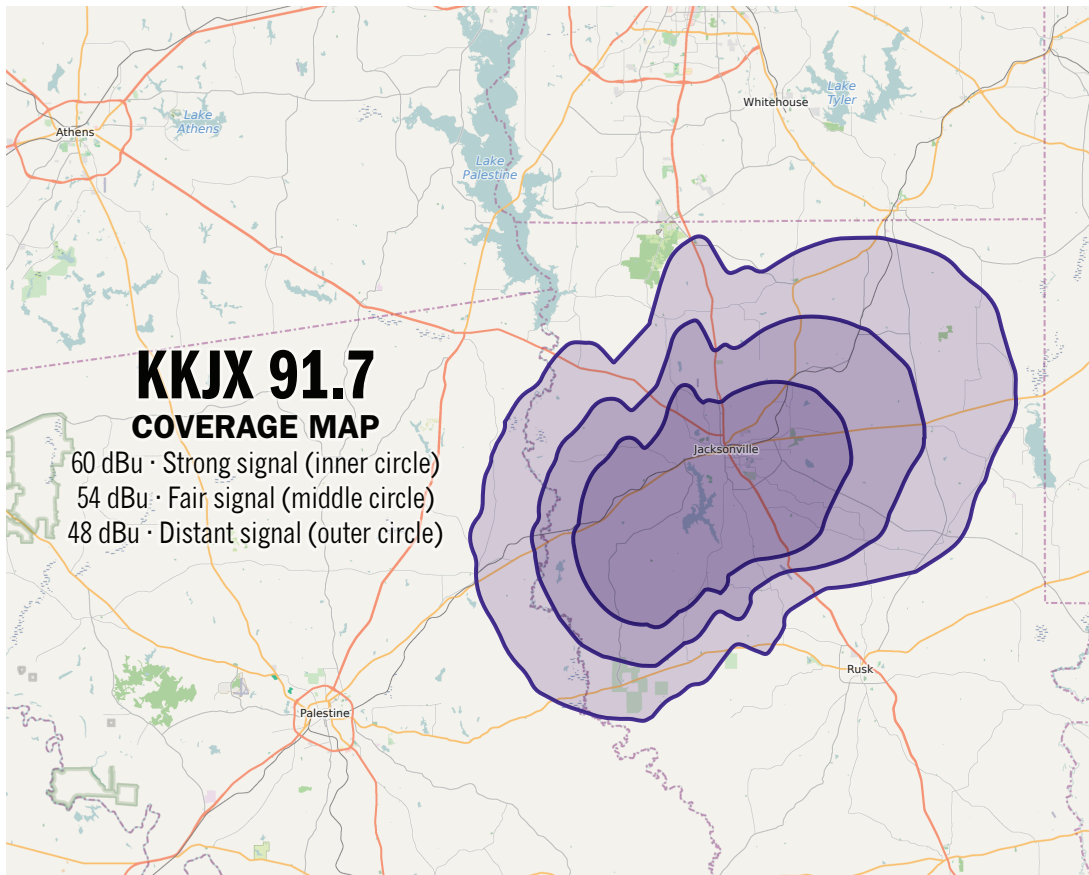
WE PLAY THE COUNTRY LEGENDS

Hank Williams
Johnny Cash
Merle Haggard
Waylon Jennings
George Jones
Dolly Parton
Loretta Lynn
Willie Nelson
Lefty Frizzell
Buck Owens
Glen Campbell
Patsy Cline
Tammy Wynette
Jim Reeves
Ray Price
Roger Miller
Brooks And Dunn
Travis Trent
Bill Monroe
Webb Pierce
Charley Pride
George Strait
Marty Robbins
Hank Snow
Iris Dement
Ryan Upchurch
The Louvin Brothers



COVERAGE MAP

KKJX "Hometown Proud" 91.7 FM, broadcast's to Jacksonville, Rusk, Pierces Chapel, Maydelle, Turney, Mt. Selman and most of Cherokee County. KKJX broadcasts with an effective radiated power of 2000 watts.





KKJX UNDERWRITING 2024-2025

A fiercely independent provider of access, training, and programming: that's KKJX "Hometown Proud", Jacksonville's original community radio station. Listeners rely on the real people with real voices that KKJX brings to the air every hour of every day. And while KKJX is staunchly noncommercial, businesses and organizations of all kinds reach out to KKJX's dedicated audience by sponsoring, or "underwriting," specific programs.

AS AN UNDERWRITER you'll receive on-air acknowledgments during the programs you support which let listeners know who you are, the purpose of your business, your location, and how to reach you for more information. Underwriting acknowledgments are generally not more than 50 words and are subject to FCC restrictions. Our underwriting department will work with you to craft an informative and legal acknowledgment.

Underwriting programs to promote your work has been shown to create a "Halo Effect" in listeners that is not found in commercial settings. Underwriters who align themselves with KKJX's commitment to the community advocate for the values that are most important to our listeners. You will also be listed on KKJX's website with your contact information so that

KKJX supporters can find you when searching for goods and services. Underwriters also receive periodic exposure in KKJX's social media through communications with members.

Advertising at KKJX "Hometown Proud" allows you to reach our diverse community no matter when or where. Traffic to our site continues to grow. Ads are hyperlinked to your website, and we can usually assist with graphic design for a modest fee.

In a world in which virtually everyone is carrying a supercomputer in their pocket, the KKJX's smart phone application represents an exciting new and creative way to connect with KKJX supporters. Several hundred have already downloaded the app and scores of listeners are installing it each and every week. As a digital advertiser, you'll get your message directly onto their phones.

KKJX program underwriting and digital advertising is a sound promotional opportunity to reach the most progressive and diverse people in Cherokee County, KKJX Listeners!

GET STARTED!

Learn more at www.kkjxfm.com or contact our Director of Underwriting at 903-805-7338 | kkjx917@gmail.com



KKJX UNDERWRITING 2024-2025

We have moved to non-commercial, underwriting support. We are supported primarily by underwriting announcements. KKJX's parent organization is East Texas Community Broadcasting Inc (ETCB). ETCB is a recognized nonprofit organization in order to offer tax deductions and write-offs to our sponsors.

The Friend of KKJX "Hometown Proud" special package — only \$50 per month

Includes sixty (60) 30-second underwriting announcements (2 per day).

:30 \$2.00

:60 \$4.00

THREE DAY BLITZ PACKAGE

Fifty (50) 30-second non-comm. announcements

\$ 90.00

BASIC MONTHLY PACKAGE

Two 30-second announcements per day — Total 60 per month — \$50.00

ANNUAL PACKAGES

1095 30-second announcements (3 per day)
\$1500

2190 30-second announcements (6 per day)
\$1944

PROGRAM RATES

30 MINUTES: \$25 per program

60 MINUTES: \$50 per program

TERMS: ABOVE RATES ARE NET TO STATION. PREPAYMENT IS REQUIRED FOR ALL NEW ACCOUNTS.

GET STARTED!

Learn more at www.kkjxfm.com or contact our Director of Underwriting at 903-805-7338 | kkjx917@gmail.com
