



## **Media Network of Waterford**

1151 Scott Lk. Rd.  
Waterford, MI 48328  
248-682-9564



### **Media Network of Waterford MNOW Radio – Rates as of 08/22/17**

A spot is 30 sec

.01 per listener

\$1 per spot minimum

Ex. \$20 per spot (2000 listeners) Rates can locked

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#### **Infomercial**

\$95 for ½ hr broadcast

\$115 for hr broadcast

Rates could increase based on listeners (unless locked)

#### **Production Time**

\$25 to write spot minimal

(3 drafts \$5 a rewrite after)

\$35 hr for use of the room

\$50 hr with engineer

\$75 hr with engineer, producer/editor

Additional materials charged as needed (i.e. music, voice over)

All transactions completed before broadcast



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### Underwriting Agreement

#### Underwriting Defined

Donations of products, services or funds by a business or individual to assist in the production of a public access program in return for non-commercial acknowledgment constitutes the full definition of "Underwriting" for the purposes of this agreement.

#### Statement of Underwriting Policies

According to the Federal Communications Commission (FCC) Underwriting Guidelines, an underwriting "spot" (a) is no longer than 15 seconds; (b) includes no calls to action (i.e. "Stop by today", "Join us for...", "Call Now!") and; (c) includes no comparative language (i.e. "Can't beat our prices", "Nobody does it better"). The term "Underwriting" may also be referred to as a "Sponsor".

An underwriting "spot" can be placed at the beginning and end of a program. Talent may mention their Underwriter during the program under the guidelines stated above. Underwriting credits may include voice-over and graphics and can include contact information, a log or a photo of the business. Media Network of Waterford management reserves the right to grant options beyond the standard agreement.

Once the underwriting agreement is entered into all contacts shall be made with the Executive Director of the Media Network of Waterford 248-682-0401.

In kind or cash donation is worked out on a case per case basis.

- 15 second PSA (Public Service Announcement) before or after program.

Includes, Company logo, address, phone number, a statement recognizing community contribution. PSA will have language stating, "*(insert sponsor name)* is a proud sponsor of the Media Network of Waterford and this program"



## Media Network of Waterford

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Rental of Waterford Township PEG Equipment – 08/22/17

### Studio

Studio space	\$40 hr	\$250 day
Studio space and tech setup	\$61 hr	\$400 day

### Studio with equipment and two production crew members

\$81 hr	\$550 day
\$21 hr additional crew	\$125 day+

### Truck with equipment and two production crew members

\$150 hr	\$800 day
\$21 hr additional crew	\$125 day+

\*\$100 flat rate extra for off hours for truck or studio

\*\$50 hr extra per staff for off hours for truck or studio

\*Rates are 50% off for Media Network Volunteers who produce programming for WTV10. Subject to approval by Network Staff.

\*Tape stock, additional production materials are responsibility of producer.

\*Access to facilities need at least 24 hour notice.

\*Service agreement must be signed before production.

\*50% must be paid up front. Remainder paid on day of use.

\*Set storage and other equipment and services payment on request.



## Media Network of Waterford

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Rental of electronic field production gear.

### HD Digital Camera and Tripod Support

\$75 ½ day                      \$150 day

### Additional support equipment:

Wireless Microphone Kit            \$15 ½ day                      \$30 day

Camera LED soft light                \$5 day

Boom microphone 25' XLR            \$10 ½ day                      \$15 day

Digital audio recorder                \$35 ½ day                      \$70 day

\*must provide certificate of insurance (naming Media Network as additional insured)

\*50% due upon scheduled booking, remainder due day of pick up.