



**2021 Rate Schedule**

\*prices subject to change

[www.GospelMusicOmaha.com](http://www.GospelMusicOmaha.com)

[support@GospelMusicOmaha.com](mailto:support@GospelMusicOmaha.com)

[GospelMusicOmaha@gmail.com](mailto:GospelMusicOmaha@gmail.com)

Gospel Music Omaha

Office of Media Advertising

5829 N 60th St, Omaha NE 68104

402-819-8941

Download the 100.3FM Gospel Music Omaha ANDROID APP! [Facebook.com/GospelMusicOmaha](https://www.facebook.com/GospelMusicOmaha) [Twitter.com/GospelMusicOMA](https://twitter.com/GospelMusicOMA)

**100.3 FM**

**GOSPEL MUSIC OMAHA**  
NEBRASKA'S FIRST AND ONLY  
24/7 FM URBAN GOSPEL RADIO

ADVERTISE CHURCH OR BUSINESS

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LISTEN ON FM & ONLINE

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# KCUG-LP 100.3 FM

## Contemporary Urban Gospel Community Radio

### Rate Sheet Q1 2021

Live Radio Broadcast | On-Demand Podcast | Events | Media Production | Integrated Marketing

[www.GospelMusicOmaha.com](http://www.GospelMusicOmaha.com)

[Facebook.com/GospelMusicOmaha](https://www.facebook.com/GospelMusicOmaha)

[YouTube.com/GospelMusicOmaha](https://www.youtube.com/GospelMusicOmaha)

[LinkedIn.com/GospelMusicOmaha](https://www.linkedin.com/GospelMusicOmaha)

[Twitter.com/GospelMusicOMA](https://twitter.com/GospelMusicOMA)



**Gospel Music Omaha - KCUG-LP 100.3 FM**

Gospel Music Omaha is "your source for contemporary urban gospel music." GMO is an FCC-licensed non-commercial community radio station, broadcasting at 100.3 FM on the FM dial. The station is on the air 24 hours a day, 7 days a week, with a format of music, talk, community news and specialty programming.

**GospelMusicOmaha.com**

The internet station and corresponding website is <http://www.GospelMusicOmaha.com>. Stories, columns and other content from GospelMusicOmaha.com appear here, as well as provide viewers with unique online content and multi-media reports. Site subscribers get breaking news updates sent directly to their e-mail. GospelMusicOmaha.com is also our community hub for 24 hour live streaming radio, live video streaming programming, on-demand podcasts and a robust social community serving our local and internet worldwide constituents.

We are proud to service the Good News in song and word to over 605,683 people in the Omaha NE listening area and surrounding suburbs, as well as millions WORLDWIDE via our live streaming simulcast on this site and our Android App (downloadable at <http://bit.ly/GMOAndroid>).

Gospel Music Omaha's also houses a church marketing and events division. Gospel Music Omaha offers a unique opportunity for churches in Omaha and the and the surrounding areas. Gospel Music Omaha's flagship events are the Prayer Tower and the Youth Bible Bowl competition.

**Tax Deductions**

Gospel Music Omaha accepts donations in support of the work of ministering to the city. Please note however that gifts are not tax-deductible.

**Underwriting (Sponsorship Ads)**

Underwriting differs from advertising with a commercial radio station. Gospel Music Omaha adheres to underwriting rules and regulations set by the FCC (Federal Communications Commission). Gospel Music Omaha does not make quantitative, partisan or qualitative statements or make calls to action. Gospel Music Omaha promotes slogans, locations and neutral descriptions of products or services.

**Underwriting Examples**



*Chimes Textbook*

Chimes Textbook Exchange is located just off campus at 268 W. Chimes St., across from the Student Health Center and at 4250 Burbank. The first two weeks of class, Chimes Textbook Exchange has extended their normal business hours. Chimes Textbook Exchange offers a variety of supplies and textbooks for class. Eighty percent of Chimes Textbook Exchange's textbook inventory is used, and if you need some extra cash to start the semester off, Chimes Textbook Exchange buys back books every day. For tiger fans, Chimes carries GMO merchandise. Online book orders are possible at [www.chimestext.com](http://www.chimestext.com) and more information is available at 555-5161.

*Sample For Your Company*

[Your company] is a proud supporter of GMO RADIO 100.3-FM. A portion of today's programming is underwritten by [your company] to support this community radio station. [Your company] has been in business for over \_ years, located on the corner of Ames and 30th Street, serving up sandwiches and frosty treats. Open every day from 10 a.m. until 10 p.m., [your company] is currently hiring and looking for part-time help. More information is available at 555-1212 or on the Web at [www.yourcompany.com](http://www.yourcompany.com).

**Gospel Music Omaha Service Authorization**

Your Name:	Your Title:
Company Name:	Signature:
Email:	Date:
Phone:	Payment Method: Cash [ ] Credit Card [ ] Paypal [ ]  
SERVICES SELECTED (list each with price):	
Write the Text of Your Advertisement in the box below:	

**Credit Card Authorization (One-Time & Repeat Payments)**

<b>CARDHOLDER INFORMATION</b>	
Name: _____	
Billing Street Address: _____	
Street Address (cont.): _____	
City: _____	State: _____ Postal Code: _____ Country: _____
Address: _____	
<b>PAYMENT INFORMATION</b>	
<input type="checkbox"/> I authorize a one-time charge against my credit card for the following amount \$ _____	
<input type="checkbox"/> I authorize a recurring charge against my credit card for the following amount \$ _____ once every _____ day(s)/week(s)/month(s)/year(s) beginning ___/___/___ and ending upon my written cancellation notification.	
<b>CREDIT CARD INFORMATION</b>	
Credit Card Type: <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Expiration Month: _____	Expiration Year: _____ Security Code: _____
Cardholder Signature X _____	Date ___/___/___

## Gospel Music Omaha RATE SHEET

Sponsorship Ads	Price
<b>Basic Package</b> (Monthly 1-30th Schedule) <ul style="list-style-type: none"> <li>• Six (6) 0:30 spots every day</li> <li>• Two (2) :10 live on-air reads every day (Mon-Fri)</li> <li>• One (1) banner ad on the official Gospel Music Omaha website</li> </ul>	Total Monthly Investment \$1500 / month or \$400 for a single week
<b>Enhanced Package</b> (Monthly 1-30th Schedule) <ul style="list-style-type: none"> <li>• Ten (10) 0:30 spots every day</li> <li>• Three (3) 0:10 live on-air reads every day (Mon-Fri)</li> <li>• One (1) banner ad on the official Gospel Music Omaha website</li> <li>• Social Media mentions on GMO's Facebook, Twitter, LinkedIn and Instagram</li> </ul>	Total Monthly Investment \$3000 / month or \$750 for a single week
<b>Power Advertiser Package</b> (Monthly 1-30th Schedule) <ul style="list-style-type: none"> <li>• Sixteen (16) 0:30 spots every day</li> <li>• Three (3) 0:10 live on-air reads every day (Mon-Fri)</li> <li>• One (1) banner ad on the official Gospel Music Omaha website</li> <li>• Social Media mentions on GMO's Facebook, Twitter, LinkedIn and Instagram</li> <li>• Sponsor logo/image added to official Gospel Music Omaha Android app</li> </ul>	Total Monthly Investment \$5000 / month or \$1250 for a single week
<b>PRIMETIME TARGET UPGRADE</b> <ul style="list-style-type: none"> <li>• Run all of your ads during prime listener hours (AM Drive, PM Drive, noon drive)</li> </ul>	Total Monthly Investment Add \$200 / month to above or Add \$50 / week to above
Ministry Minute Underwriters	Price
<b>Money Minute / Health Minute / Daily Scripture / News-Traffic-Weather</b> (Weekly Schedule, Mondays-Fridays) <ul style="list-style-type: none"> <li>• Plays at :20 past the hour, hourly A.M. (6-9 a.m.) or P.M. (3-6 p.m.) available, choose one</li> <li>• Two 15-second spots per hour</li> </ul>	\$100 per week for AM or PM
<b>Community Events</b> (Weekly Schedule, Mondays - Fridays) <ul style="list-style-type: none"> <li>• Community update plays at noon each day Monday - Friday</li> <li>• One sponsorship ad per weekday</li> </ul>	\$50 per week for AM or PM
Saturday Host Your Own Show - Live In-Studio or Pre-Recorded	Price
<b>Sermon Show - 30 minutes</b> (15-minute specialty show. Shows run Sabbath or Sundays between 6am - 12 noon) <ul style="list-style-type: none"> <li>• Twelve (12) announcements during the week to promote your show</li> <li>• One (1) banner ad/logo on the Gospel Music Omaha website to promote your show</li> </ul>	Total Monthly Investment \$200 / month or \$50 / week
<b>Sermon Show - 60 minutes</b> (30-minute specialty show. Shows run Sabbath or Sundays between 6am - 12 noon) <ul style="list-style-type: none"> <li>• Twelve (12) announcements during the week to promote your show</li> <li>• One (1) banner ad/logo on the Gospel Music Omaha website to promote your show</li> </ul>	Total Monthly Investment \$400 / month or \$100 / week
Sunday Sermons - Live Broadcast From Your Church	Price
<b>Sunday Sermon Show - 30 minutes</b> (30-minute specialty show. Shows run Sundays between 6am - 12 noon) <ul style="list-style-type: none"> <li>• Twelve (12) announcements during the week to promote your show</li> <li>• One (1) banner ad/logo on the Gospel Music Omaha website to promote your show</li> </ul>	Total Monthly Investment \$995 / month or \$250 / week
Remote Broadcast (GMO onsite broadcast from your business)	Price
All Remote Broadcasts Includes: <ul style="list-style-type: none"> <li>• Talent, production, table cover and give-aways</li> <li>• Five promotional t-shirts or GMO RADIO premiums</li> </ul>	
<b>1-HOUR MINI-REMOTE BROADCAST</b> - (Saturdays 1pm-2pm) <ul style="list-style-type: none"> <li>- Phone broadcast from your business.</li> <li>- 3 broadcasts of several minutes duration, during a one-hour period</li> <li>- 12 free promotional announcements in the 3-day period prior to broadcast (6am-7pm)</li> </ul>	\$500 one-time
<b>2-HOUR LIVE REMOTE BROADCAST</b> - (Saturdays 1pm-3pm) <ul style="list-style-type: none"> <li>- 3 broadcasts of several minutes duration per hour</li> <li>- 15 free promotional announcements in the 5-day period prior to broadcast (30-second duration) (6am-7pm)</li> <li>- 5 Live mentions during AM Drive or PM Drive promoting the event</li> </ul>	\$750 one-time
<b>3-HOUR LIVE REMOTE BROADCAST</b> - (Saturdays 1pm-4pm) <ul style="list-style-type: none"> <li>- 3 broadcasts of several minutes duration per hour</li> <li>- 25 free promotional announcements in 7-day period prior to broadcast (30-second duration) (6am-7pm)</li> <li>- 10 Live mentions during AM Drive or PM Drive promoting the event</li> </ul>	\$1000 one time
Ad Production	Price
Production fee to take your raw text or raw audio and create a finished ad for on-air broadcast	\$150 per ad/show
TOTAL DUE	TOTAL
Add up the total of all selected ads and services, plus Production Fee if needed	Per Week: \$ or Per Month: \$

## Gospel Music Omaha TERMS OF AGREEMENT

**PAYMENT FOR ANY SERVICES INDICATES AGREEMENT WITH ALL THE TERMS AND PROVISIONS AS STATED BELOW.**

**SUBMISSION REQUIREMENTS**

- Final script or files for underwriting announcements must be received two business days prior to broadcast.
- All radio commercials must be submitted in MP3 or WAV format.
- Upon signing of this agreement, please scan and email to [GospelMusicOmaha@gmail.com](mailto:GospelMusicOmaha@gmail.com) or mail to **5829 N 60th St, Omaha NE 68104**.
- Please email all ad graphics to [GospelMusicOmaha@gmail.com](mailto:GospelMusicOmaha@gmail.com).
- Send online payments to [paypal.me/GospelMusicOmaha.com](https://www.paypal.com) or [Cashapp \\$GospelMusicOmaha](https://www.cashapp.com).

**TERMS OF PAYMENT**

- All payments are pre-paid and non-refundable. Gospel Music Omaha accepts cash, Paypal, Visa and MasterCard. A \$25 fee will be charged for all returned payments.
- Gospel Music Omaha and Advertiser agree that extensions to the term will be by mutual agreement. To begin, Advertiser shall pay to Gospel Music Omaha an advance payment for the first month of advertising plus an ad production fee of \$150.00. Additional spots will incur a production fee of \$150.00 each.
- When credit card payments are available, Advertiser authorizes Gospel Music Omaha to process an automatic charge of one month's payment monthly until cancelled.
- Advertisers whose accounts are unpaid after 30 days will be charged a late fee of 1% per month on a compound basis until payment is received and balances are current. At 60 days, all advertising and underwriting with Gospel Music Omaha will be put on hold until the account is brought current. Failure to pay within 90 days will result in the account being turned over to collections.
- Advertisers must have been in business three years and submit a credit application before receiving an approved credit account. Gospel Music Omaha may extend or deny a credit account at its sole discretion.
- Rates are subject to change. Credit can be revoked at any time at Gospel Music Omaha's discretion. Gospel Music Omaha does not grant refunds for any ad.

**PREPAYMENT DISCOUNT**

- A pre-payment discount of 5% (five percent of gross amount) will be applied when payment is received in advance for six months of plan advertising. A twelve month pre-payment will be discounted 10% (ten percent of gross amount).

**CREDIT ADJUSTMENT**

- All questions relative to charges should be directed to either the particular medium's Sales Manager or the Business Manager. Only those individuals are authorized to make adjustments to charges for advertisements. Gospel Music Omaha does not grant refunds. Address all billing questions to Media's Business Manager at (402) 819-8941.

**ANNUAL CONTRACTS**

- Annual contracts are valid for one year. The contract becomes effective on the date it is signed and is not retroactive to any date prior to signing. Advertisers will be charged for the difference in rates should the annual agreement not be met. It is the advertiser's responsibility to use all advertising within the one-year agreement. There will be no refunds.

**COSTS OF COLLECTION**

- In the event the advertiser fails to pay the sums due the Gospel Music Omaha in the amounts and at the times they become due according to this contract, the advertiser agrees to pay reasonable costs of collection incurred by Gospel Music Omaha, including, but not limited to, attorney's fees and court costs should the collection be referred to an attorney or assigned for collection.

**MAKE-GOODS**

- Publication of specified audio and banner advertising and schedules is subject to this written agreement between Advertiser and Gospel Music Omaha. Every effort will be made by Gospel Music Omaha to afford advertising in the position desired; however, under no circumstances is position guaranteed and ads must be paid for regardless of position.
- In spite of our best efforts, copy errors occasionally occur in material we typeset for our advertisers. If your ad has an error in it, report it immediately. Gospel Music Omaha's liability will not exceed the actual cost of the ad in question and liability for an omitted ad will be limited to publishing the advertisement in a subsequent issue. Make-goods will be made for the portion of the advertisement in error, when it is an error of Gospel Music Omaha. The decision of a make-good ad is at the discretion of the particular medium's Sales Manager. Allowances will be made only for errors that materially affect the value of the advertisement. Gospel Music Omaha will not be responsible for copy changes by phone.
- Any problems with an advertisement or commercial must be addressed within 10 business days to be eligible for a make-good.

**CANCELLATION**

- Gospel Music Omaha reserves the right to cancel this contract for any reason at any time without penalty. Advertiser may send notice of intent to cancel this contract by written notice that is received by Gospel Music Omaha at any time. Cancellation will be considered effective by both parties on the last day of the month in which notice

is received by Gospel Music Omaha. Fees paid by Advertiser will not be refunded if Advertiser cancels contract.

**RIGHT TO REFUSE UNACCEPTABLE ADVERTISING**

- Gospel Music Omaha reserves the right to reject any ad for any reason in its sole discretion.
- Gospel Music Omaha reserves the right to refuse any advertisement sponsorship banner that does not completely conform to every detail, instruction, method, and guideline set in the Technical Specifications which can be found on the Gospel Music Omaha's Web Site. Gospel Music Omaha reserves the right to refuse any advertisement graphic that does not arrive seven days before the Advertiser would like the banner to be produced online. This Agreement is voidable by Gospel Music Omaha immediately if Advertiser fails to disclose (or conceals or misrepresents) any involvement with illegal activities or services. In addition, Gospel Music Omaha may in its complete discretion refuse the use of any other advertising that it deems to be inappropriate.
- Advertisements that discriminate on the basis of race, ethnicity, creed, color, disability, age or gender will not be accepted.
- Advertisements that Gospel Music Omaha deems false or misleading will be rejected.
- Advertisements for products, services or promotions that are illegal in the state of Nebraska will also be rejected.
- The advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of ads printed in our websites and also assumes any claims made against Gospel Music Omaha.
- Gospel Music Omaha is not responsible for errors in advertising copy after accepted deadlines or when proof has been approved by the advertiser.
- Placement is never guaranteed unless it is specifically mentioned on insertion orders at an extra charge. Advertising and editorial copy or station programming are independent of one another. Media assumes no liability for failure to publish an advertisement or for the financial loss of business due to that failure.

**TRUTH IN ADVERTISING / INDEMNIFICATION FOR LIABILITY**

- Advertiser is solely responsible for any legal liability arising out of or relating to (1) the Advertisement, and/or (2) any material to which users can link through the Advertisement. Advertiser represents and warrants that the Advertisement and Link comply with Gospel Music Omaha's advertising standards; and that it holds the necessary rights to permit the use of the Advertisement and Link by Gospel Music Omaha for the purpose of this Agreement; and that the use, reproduction, distribution, or transmission of the Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity.
- Advertiser agrees to indemnify Gospel Music Omaha and to hold Gospel Music Omaha harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by Gospel Music Omaha, arising out of or related to Advertiser's breach of any of the foregoing representations and warranties. Advertiser agrees to request that Gospel Music Omaha be listed as an additional insured on any policy issued to Advertiser pursuant to which there could be coverage for any of the forms of legal liability described in this paragraph.

**LIMITATION ON DAMAGES**

- In no event will Gospel Music Omaha be liable to Advertiser for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not Gospel Music Omaha has been advised of the possibility of such damage.

**USAGE STATISTICS**

- Gospel Music Omaha makes no guarantee of any level of traffic at any given time. Gospel Music Omaha shall not be held liable for any claims as they relate to published or unpublished usage or listener statistics. Gospel Music Omaha is not required to provide Advertiser with usage or listener statistics.

**GENERAL POLICIES**

- Advertiser may not assign this agreement, in whole or in part, without Gospel Music Omaha's written consent. Any attempt to assign this Agreement without such consent will be null and void.
- This Agreement will be governed by and construed in accordance with the laws of the State of Nebraska.
- This Agreement and any and all exhibits and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by Gospel Music Omaha's Pricing Information, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms in any purchase order. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

