



# Four Ways to Sponsor Programming



## 1. Run of Schedule

A run-of-schedule sponsorship gets your business exposure within all of Pioneer 90.1's programs, from 6AM to midnight, seven days a week. Choose from packages of 3, 4, 5 or more announcements per day, and be heard by a wide spectrum of listeners.

## 2. Daily or Weekly Program

From Polka to hard rock, there's a program for just about every taste on Pioneer 90.1. Choose an existing local or national program, or work with the station to develop something new.

## 3. HD Channel Exclusive

Pioneer 90.1 is the only radio station in Northwest Minnesota to offer free, over-the-air digital side channels in addition to its regular signal. HD-2 is Northern Air, featuring all-Minnesota content. HD-3 features oldies from the 50s through the 70s. Your business can be an exclusive supporter of one of these new services.

## 4. Special Events

Pioneer 90.1 presents many live music and arts events throughout the year. As special events partner, your business receives on-air messaging and the right to place signage and branding materials at the event.