

## Underwriting Opportunities at JAM

Partnering with **JAM – Junction Arts & Media** is a powerful way to promote your business or organization to local and regional audiences by aligning with JAM's trusted nonprofit community media services. Via our two cable channels and diverse online platforms, **JAM** provides access to local government and Upper Valley cultural life. **JAM** offers the following packages, which can be adapted to your company's needs.

### AUDIENCE REACH

- JAM's cable channels reach more than **2,500** Upper Valley households 24/7.
- JAM's newsletter reaches **5,300** subscribers weekly with an open rate of 52%.
- JAM's website receives **5,500** page views per month.
- JAM's Facebook reaches **1,300** followers; JAM Instagram reaches **1,400**.

### Television, Weekly Newsletter, Website, Socials & Podcast Options

Show your support for **JAM – Junction Arts & Media** while raising awareness of your business on JAM's two local **cable channels, newsletter, website, socials** and/or **podcasts**. All local underwriters are included in JAM's annual report.

### BENEFITS & PERKS

#### TELEVISION

JAM offers two options for underwriting on JAM's cable access television channels (JAM Upper Valley - Comcast 1075/VTEL 169 and JAM Local Government - Comcast 1085/VTEL 170):

- **Option A: Underwriter Video** – Broadcast your company's video message (up to 30 seconds). If you don't have one, JAM can customize a video for you that can be used on your company's social media, website, etc. (for added cost). [Technical and FCC guidelines](#) for noncommercial media outlets will be provided.
- **Option B: Underwriter voice-over with logo** – Broadcast your company's logo with a voiceover acknowledgement. JAM can help you produce a customized, professional voice-over.

#### WEEKLY NEWSLETTER

Prominent acknowledgement as a JAM Underwriter in JAM's weekly newsletter for the duration of your underwriting investment with your logo and tagline.

#### UVJAM.ORG

Acknowledgement with your logo and tagline on JAM's website homepage for the duration of your underwriting.

#### FACEBOOK + INSTAGRAM

Dedicated Facebook & IG posts with your company's video & JAM's thanks!

**More...**

## ANNUAL REPORT

Acknowledgement as a JAM Underwriter JAM's annual impact report.

## UNDERWRITING PACKAGES

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### TELEVISION + ONLINE

**Package A:** \$250/month for 3 months (\$750 total)

50 on-air runs/month, total **150** on-air runs

Newsletter (12 weeks)

Website, Facebook/IG & Annual Report

**Package B:** \$175/month for 6 months (\$1050 total)

50 on-air runs/month, total **300** on-air runs (

Newsletter (24 weeks)

Website, Facebook/IG & Annual Report

**Package C:** \$150/month for 12 months (\$1800)

50 on-air runs/month, total **600** on-air runs

Newsletter (48 weeks)

Website, Facebook/IG & Annual Report

### WEEKLY NEWSLETTER + ONLINE ONLY

**Package D:** \$200 for 1 month (\$200 total)

Newsletter (4x), Website, Facebook/IG & Annual Report

**Package E** \$150/month for 3 months (\$450)

Newsletter (12x), Website, Facebook/IG & Annual Report

**Package F** \$125/month for 6 months (\$750)

Newsletter (24x), Website, Facebook/IG & Annual Report

**Package G:** \$100/month for 12 months (\$1200)

Newsletter (48x), Website, Facebook/IG & Annual Report

### PODCASTS

[JAM community podcasts](#) are proliferating at JAM and offer a powerful opportunity to reach local, national, and global audiences. Sponsorship options include underwriting of specific podcasts or JAM Podcasts as a whole. Please contact us for details.

### *Interested?*

Please contact Samantha Davidson Green, Executive Director at [samantha@uvjam.org](mailto:samantha@uvjam.org). Customized packages are available, including for [White River Indie Film Festival](#) and [JAM year-round events](#).

*Roll camera! Roll sound! Action!*