Since 1970, KPFT has been Houston's award winning source for independent music, news, arts and culture. Our Community Partners program offers your business or organization an opportunity to support KPFT while promoting your efforts to a diverse, independent and passionate audience.

What is a Community Partner?

Community Partners support KPFT at a level that's right for you. As a Community Partner, you get an on-air statements of support. These XX-second statements may describe your business, and are regulated by the Federal Communications Commission and KPFT standards.

Your "spot" can include:
+ Your business name, address, telephone number and website
+ Name of your products or services
+ A non-promotional slogan
+ Description and history of your business and products

A typical spot may sound like this. "KPFT is supported by ABC Company, located at 1 Main Street. Offering letters of the alphabet, 24 hours a day. More information at abccompany.com and 713-526-5555."

Why be a Community Partner?

KPFT reaches a community-minded audience unique to non-commercial radio, including the “shop local” crowd. And your support won't go unnoticed.

KPFT is commercial-free and supporters won’t get lost in the shuffle that is commercial radio and television. Smart businesses and organizations know that loyalty is about trust, relationships and values. KPFT's history of independence spans decades. It's a brand that inspires excitement. Your organization benefits by associating with a brand like KPFT.
Because KPFT is classified as noncommercial radio by the Federal Communications Commission, advertising is not allowed on KPFT.

Community Partners are not considered advertisers. However, the Federal Communications Commission restricts the content of underwriting to language to be “non-competitive in nature.”

Sponsor messages MAY contain the following language:

+ Name of sponsor
+ Sponsor’s address, website and phone number
+ Length of time sponsor has been in business
+ Brand or trade name of the sponsor’s product or event
+ Sponsor’s product or event
+ Sponsor’s slogan as long as it's not promotional in a competitive or exclamatory way
+ Value-neutral description of an event with a date, service, or product

Sponsor messages MAY NOT contain the following language:

+ Overtly promotional and competitive language
+ Comparative, qualitative or hyperbolic language (“Great,” etc.)
+ Repetition of information
+ First person statements (“I urge you...”)
+ Any reference or allusion to cost (including “free”), discounts, or sales
+ Calls to action (directly telling the listener to do something)
+ Inducements to buy, sell, or lease
+ Pre-produced announcements or music beds.
Community Standards
KPFT reserves the right to determine that a Community Partner or the content of a proposed announcement are inconsistent with the station’s values or would undermine community support for the station. In these cases, sponsorship may be declined.

Advocacy Groups
Sponsorship by organizations that, as their primary business, seek to influence matters of public concern, either through public outreach on a matter or through affecting the legislative process, is permitted under appropriate conditions. Sponsorship by such groups will be taken on a case-by-case basis, applying a reasonable listener standard.

Alcoholic Beverages
Sponsorship by makers and distributors of alcoholic beverages, including wine, beer and distilled spirits, are permitted. Credit language must be restrained in tone, and should not involve product descriptions, other than that necessary to identify the sponsor’s line of business.

Religious Groups
Sponsorship by churches or other religiously affiliated groups is acceptable. However, given that most listeners will be of different religions, care should be given to ensure that underwriting messages are appropriate, consistent with our publicly-supported mission and funding profile, and not unacceptable to those who may not share the sponsors’ perspective. In addition, this rule prohibits proselytizing or other language intended to draw distinctions between different religions.

Corporate Practices
KPFT reserves the right to reject sponsorship by organizations whose business practices may be deemed inconsistent with the station’s values or would undermine community support for the station. Issues such as, but not limited to, labor practices, environmental responsibility, inclusion and corporate investment may be considered.

Editorial Control
KPFT does not accept sponsorship messages advocating a position with respect to legislation, a political party or a candidate for office.

The Fine Print
Rates reflect cost per spot.

FULL SCHEDULE
Your spot gets exposure across the day and night

Number of Spots

1-11 $70
12-25 $60
26 or more $54

PRIME SCHEDULE
Your spot gets exposure during the schedule times you choose

Weekday
7-10 am $125
5-7 pm $125
Weekday, Non-Peak $100

Weekend
Saturday, 9 am-3 pm $140
Sunday, 8 am-5 pm $140
Weekend, Non-Peak $85-$90

Rate Card
Number of Spots

1-11 $70
12-25 $60
26 or more $54

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