



Lifting Listeners.  
Encouraging The Body of  
Christ.

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Heartland Ministries, Inc.  
Elevate FM / Thrive FM  
PO Box 281  
219 College Street  
Hardin, KY 42048

Toll-Free: 800-467-4095  
Phone: 270-437-4095  
Fax: 270-437-4098  
[www.elevate.fm](http://www.elevate.fm)

# UNDERWRITING

## Businesses, Churches & Non-Profits

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### For Your Business

Financially supporting Elevate FM will accomplish two things—it will give your business exposure on the air and show our listeners that you care about ministry! When you support the station, we'll prepare a 30-second spot mentioning your business name, your products or services, your location and contact information.

### For Your Church or Non-Profit

Churches and non-commercial organizations can underwrite Elevate FM and promote their services, times of worship, or special events. It's a great way to get your message out while supporting Christian radio.

### Donation Levels

#### **\$550/month** (per station)

- 6 thirty-second spots aired each weekday during drive-time hours of 6am to 9am, and 3pm to 6pm
- Bonus weekends – additional 12 spots per weekend
- 180 total spots in one-month
- Ad on our website and social media package
- Mention by on-air personality during morning show

#### **\$400/month** (per station)

- 4 thirty-second spots aired each weekday
- Bonus weekends – additional 8 spots per weekend
- 120 total spots in one-month
- Ad on our website and social media package

#### **\$210/month** (per station)

- 2 thirty-second spots aired each weekday
- Bonus weekends – additional 4 spots per weekend
- 60 total spots in one-month

#### **\$120/month** (per station)

- 1 thirty-second spot aired each weekday
- Bonus weekends – additional 2 spots per weekend
- 30 total spots in one-month



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Philippians 4:8

*"Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things."*

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## About Us

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*What's our vision?*

Our vision here at Heartland Ministries Radio is to lift up the name of Jesus and encourage the body of believers. We are able to do that through the three radio ministries of WVHM, Elevate FM and Thrive FM. One of the biggest ways we do that is by being a voice for local churches, nonprofits, and businesses through underwriting.

*What's the difference between underwriting and advertising?*

You're not just advertising with us, but are forming a connection with the listeners when you underwrite, showing them you care about and support keeping Christian radio on the air. Your ad isn't only an ad, but a "thank-you" message (called underwriting) to you from us, saying we appreciate your support.

Heartland Ministries, Inc. is a 501(c)(3) organization, based in Hardin, Kentucky. Our nonprofit status means all contributions are tax deductible.

*Why should I underwrite?*

Our radio station is listener-supported, and a large portion of the funds raised happen through the support of business and church underwriters, like YOU! Not only will your business, nonprofit, and/or church gain exposure, but your financial support is needed to keep the ministry alive and strong. Those who support Heartland Ministries, Inc. are the lifeblood of this organization.

### *Elevate FM*

Having been on-air for over 5 years now, Elevate covers most of western Kentucky and parts of northwest Tennessee and southern Illinois. It is a 6,000-watt station serving Marshall, Calloway, Graves, McCracken and other surrounding counties. The target demographic is young adults and families.

Playing a Christian Hot AC/CHR format around the clock, Elevate is an energetic station that features local, original on-air personalities and a collection of today's top charting Christian music from all genres, including Christian rock, pop, and hip-hop.

Elevate FM is also home to Calloway County Laker football and basketball, broadcasting the games live in season.