



Non-Commercial Supporting Announcements (NCSA)



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THE PROGRAM

The Non-Commercial Supporting Announcement Program is an affordable way for government agencies and non-profit organizations to get their message heard statewide. CBA member stations donate their airtime to the CBA to help further the CBA's mission of "building a stronger broadcast industry".

Participants in the NCSA program are able to be seen and heard on hundreds of stations, multiple times, for a fraction of the cost.

The CBA provides:

- Creative distribution to member stations
- Affidavits of performance
- Continuity between member stations and the campaign

The participant provides:

- Creation of their radio and/or television spots (CBA can provide resources)
- Media duplication

RESTRICTIONS

- Participants must be government agencies or non-profit.
- Participants cannot purchase radio or television advertising 90 days prior to or during their NCSA campaign.
- Political candidates and/or elected officials are not allowed to appear, in person, by name or provide voiceovers for any NCSA campaign.
- The Colorado Broadcasters Association sponsorship tag must be present on all creative announcements.
- The NCSA program is limited to four (4) concurrent campaigns during any one month.
- The CBA reserves the right to reject any NCSA campaign for any reason.



138+
Member
Radio
Stations

15+
Member
Television
Stations



MEMBERSHIP MAP



	Radio
	TV
	Cluster (Radio)
	Cluster (TV)

DENVER



COLORADO SPRINGS



RETURN ON INVESTMENT

An annual participant experiences

- A minimum 2:1 ratio of airtime
- An average of 1,000 television commercials per month
- An average of 4,000 radio commercials per month
- A combined, average monthly value of \$200,000



IN GOOD COMPANY

Current and/or previous participants

- Energy Outreach Colorado
- Army National Guard
- U.S. Coast Guard
- Take Root Denver
- U.S. Department of Health and Human Services
- Foreclosure Hotline
- Institute for the Advancement of the American Legal System



INVESTMENT

Radio Only Campaign = \$12,000 per month

Television Only Campaign = \$12,000 per month

Radio & Television Campaign = \$15,000 per month

(all prices are net and do not include creative or distribution, minimum three month campaign)