Become a KPR Partner

100,000 weekly listeners

15 Kansas Association of Broadcasters Station of the Year awards since 1996

Serving the public for more than 63 years

5,000 active annual contributors
LISTENER PROFILE

Kansas Public Radio listeners are not average. They are intelligent, thoughtful people. Their taste in music and appetite for news and information mirrors their lifestyle — influential, affluent, active. They represent the professional and managerial leaders of today.

ISN’T IT TIME YOU RUBBED ELBOWS WITH KANSAS PUBLIC RADIO’S INFLUENTIAL LISTENERS?

WHO WE ARE

Kansas Public Radio is a leading news and entertainment source in northeast Kansas and northwest Missouri. Its unique blend of programming ranges from National Public Radio’s national and international news coverage to an eclectic blend of classical, jazz and folk music. The station’s long and distinguished history dates back to 1952, and over the years, KPR has received numerous honors, including its 15th Station of the Year award from the Kansas Association of Broadcasters in 2013. KPR is a non-profit organization primarily supported by its listeners and underwriting sponsors. Additional funding comes from the Corporation for Public Broadcasting, The University of Kansas and the State of Kansas.

* Source: GfK MRI Doublebase 2014 in 2015 NPR Audience Insights
LISTENER OPINIONS MATTER

Public Radio versus commercial radio: there is a difference . . .

80% have a more positive opinion of a company when it supports public radio

59% believe there is a difference in quality between companies that advertise on commercial radio and companies that sponsor public radio

58% agree that a sponsor on public radio is more credible

75% say that when price and quality are equal, they prefer to buy products from a company that supports public radio

87% of public radio listeners think there are too many ads on commercial radio, while 73% do not think sponsorship breaks on public radio are too long

. . . and public radio delivers results

Companies sponsor programming on public radio for three main reasons:

To enhance company image (36%)

To reach the desirable public radio audience (28%)

To generate sales for their products and services (21%)

* Source: Jacobs Media Research 2007

IDEAL AUDIENCE

Kansas Public Radio delivers a large, loyal audience.

— Each week, KPR reaches more than 99,600* different people regionally.

And these listeners, who are traditionally media resistant, are critical for you to reach!

* Source: (Average of Arbitron Spring ’12-Spring’14)

COMPARED TO THE GENERAL PUBLIC... NPR LISTENERS ARE...

29% more likely to dine out

117% more likely to go to museums

94% more likely to participate in book clubs

218% more likely to attend a classical music or opera performance

61% more likely to travel abroad

268% more likely to have participated in environmental groups or causes

56% more likely to attend a public meeting on town or school affairs

WORK

NPR listeners are 53% more likely than the average American to feel their work is a career, not merely a job. NPR listeners are More Than Twice as likely to work in top management as executives, managers or administrators. NPR listeners are more likely to have supervisory authority and to have made company purchases than the average American.

COMMUNITY INVOLVEMENT

Thirty-six percent (36%) of the NPR audience participated in a club or organization in the past year. Listeners were Nearly Twice as likely as the average American to be a member of a charitable organization. Listeners are also more likely to sit on the board of a church, school or business.

ACTIVE LIFESTYLES

Physical fitness and sports are important to the NPR listener, as 56% get some kind of regular exercise. The most popular fitness activities for listeners are walking (40%), swimming (21%), hiking (22%) and road bicycling (20%) Seventeen percent (17%) of the NPR audience went camping in the past year and are 47% more likely than the average U.S. population to have done so in the past year.

* Source: GfK MRI Doublebase 2014 in 2015 NPR Audience Insights
The network of stations and translators that comprise Kansas Public Radio provide the highest quality arts and information programming for northeastern Kansas with in-depth news and the finest works of classical and jazz music — in an educational, engaging commercial-free environment. Our signals reach across urban and rural areas of Kansas, as well as parts of Missouri, as noted above. KPR’s sister HD station, KPR2, reaches the areas noted in yellow, and all of our programming can be accessed on the web at kpr.ku.edu. Underwriting messages do not currently air on KPR2.
### Programming Key

<table>
<thead>
<tr>
<th>Time</th>
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### Programming Details

**Morning Edition**
- with NPR’s Steve Inskeep, David Greene & Renée Montagne, and KPR’s Tom Parkinson in Lawrence

**Classical**
- with KPR’s Jeff Watson
- with KPR’s Cordelia Brown

**All Things Considered**
- with NPR’s Robert Siegel, Audie Cornish, Ari Shapiro & Kelly McEvers, and KPR’s Laura Lorson in Lawrence

**Jazz in the Night**
- with KPR’s Bob McWilliams & David Basse

**Programming Key**
- Jazz
- Eclectic Music
- Classical Music
- News
- Comedy & Variety
**ALL THINGS CONSIDERED** — NPR’s popular afternoon news and information program. ATC features in-depth reports on business, politics, sports, arts and entertainment, with local news weekdays from Laura Lorson. *All Things Considered* airs Monday-Friday, 3-6 p.m., and Saturday, 4-5 p.m.

**ASK ME ANOTHER** — The rambunctious live show from NPR and WNYC that blends brainteasers, pub trivia, comedy and music into an hour of mind-bending fun. Host Ophira Eisenberg invites guests and listeners alike to stretch their noggins, tickle their funny bones and be serenaded by house musician Jonathan Coulton. *Ask Me Another* airs Saturdays from 11 a.m.-noon.

**CAR TALK** — NPR’s hilarious comedy/sibling rivalry/vehicle advice program, hosted by Tom and Ray Magliozzi. *Car Talk* airs Saturdays, 9-10 a.m., and Sundays, noon-1 p.m.

**CLASSICAL MUSIC** — The most well-known and well-loved classical compositions of all time, hosted by Jeff Watson, Cordelia Brown and Marcia Higginson. *Classical Music* airs Monday-Friday, 9 a.m.-3 p.m. and 6-9 p.m.

**HEARTS OF SPACE** — Each show is an uninterrupted 58-minute sonic journey, unified by sound, feeling and imagery. *Hearts of Space* airs Saturdays, 6-7 a.m., and Sundays from 11 p.m.-midnight.

**JAZZ IN THE NIGHT** — KPR’s late-evening jazz staple, hosted by Bob McWilliams and David Basse. *Jazz in the Night* airs Monday-Friday, 9 p.m.-5 a.m.; Saturdays, 11 p.m.-7 a.m.; and Sundays, midnight-5 a.m.

**THE JAZZ SCENE** — Featuring jazz from big bands to current performers, Kansas City musician David Basse spotlights local performers and acts coming to the area. *The Jazz Scene* airs Saturdays from 1-4 p.m.

**KPR PRESENTS** — *KPR Presents* is an opportunity to showcase high-profile, thought-provoking and fascinating lectures, discussions and dialogues recorded throughout the region. *KPR Presents* airs Sundays, 8-9 p.m.

**MORNING EDITION** — NPR’s popular news program, featuring national and local newscasts, interviews and commentaries. Local news from KPR’s Tom Parkinson. *Morning Edition* airs Monday-Friday, 5-9 a.m.

**A NIGHT ON THE TOWN** — A celebration of the American musical, hosted by George Harter. This program brings listeners through the past century of Broadway and theatrical music. *A Night on the Town* features a mix of show tunes from 9-10 p.m. and film scores from 10-11 p.m. *A Night on the Town* airs Saturdays, 9-11 p.m.

**PIPEDREAMS** — A program exclusively on the pipe organ. *Pipedreams* explores the broad spectrum of instruments housed in churches and concert halls worldwide. Airing Sundays, 9-11 p.m.

**A PRAIRIE HOME COMPANION** — A program that features music, comedy, news from Lake Wobegon and the humor of Garrison Keillor. *A Prairie Home Companion* airs Saturdays, 5-7 p.m., Sundays, 10 a.m.-noon.

**RETRO COCKTAIL HOUR** — Music that’s shaken, not stirred. This KPR-produced program features swingin’ bachelor pad music from the 1950s and ’60s, hosted by Darrell Brogdon. *Retro Cocktail Hour* airs Saturdays, 7-9 p.m., and Fridays, 10 p.m.-midnight.

**RIGHT BETWEEN THE EARS** — The hilarious comedy show features an hour of the troupe’s favorite and funniest sketches, songs, commercials and parodies. *Right Between The Ears* airs Sundays, 7-8 p.m.

**THIS AMERICAN LIFE** — Each week host Ira Glass explores a theme through a playful mix of radio monologues, mini-documentaries, essays and overheard conversations. *This American Life* airs Saturdays from noon-1 p.m.

**TRAIL MIX** — Kansas Public Radio’s locally produced staple featuring Celtic, bluegrass, contemporary acoustic and folk music, hosted by Bob McWilliams. *Trail Mix* airs Sundays from 1-7 p.m.

**WEEKEND EDITION** — Features news and interviews, hosted by NPR personalities Scott Simon and Rachel Martin. Local news from KPR hosts Kaye McIntyre and Diana Gish. *Weekend Edition* airs Saturday and Sunday from 7-9 a.m.

**WAIT... DON’T TELL ME!** — This is NPR’s weekly hour-long quiz program. Each week on the radio you can test your knowledge against some of the best and brightest in the news and entertainment world while figuring out what’s real news and what’s made up. *WWDTM* airs Saturdays, 10-11 a.m.
The relationship between the Performing Arts Series at Johnson County Community College and Kansas Public Radio is a long-standing one. We underwrite programming on KPR because we feel it reaches the right audience for many of the artists appearing on The Series. It also gives us a presence in Lawrence, and other Kansas communities, allowing us to share our wide variety of genres with a larger audience. The value we receive as part of the underwriting package is well worth the investment. We want to support public radio and the quality programming it represents. And the people on staff are so great and ready to collaborate at a moment’s notice! Thanks to KPR!”

Emily Behrmann, Johnson County Community College, Performing Arts Series, Overland Park

The Topeka Symphony Orchestra considers the underwriting dollars we spend with Kansas Public Radio to be one of the most effective means of reaching our core demographic. Audience members often tell us that they hear our underwriting announcement and not only does it remind them of an upcoming concert, it also makes them feel good about their commitment to and partnership with the Topeka Symphony in bringing fine music to our area.”

Bob Keckeisen, Topeka Symphony Orchestra, Topeka

As a non-profit on a very tight budget, trying to get the word out about events on our GREAT SPACES Music & Arts Series here at Grace Cathedral, Topeka, is always a challenge. Kansas Public Radio is our solution! Not only is the staff easy to work with, professional and able to react quickly to our requests, but underwriting on KPR gets results. We often poll our audience to see if they heard about a given event on the radio, and I am amazed at how many hands go up. Other concert goers tell me they would not have known about one of our concerts had they not heard about it on KPR. Underwriting targets the people we need to be exposed to and definitely pays off for us.”

Steve Burk, Grace Cathedral, Topeka

Longtime KPR Underwriters:

Au Marché
Blue Cross Blue Shield of KS
Capitol Federal
JCCC Carlsen Center
City of Lawrence
CoreFirst Bank & Trust
David Brown, Attorney
Dole Institute of Politics
Free State Brewing Co.
Kansas Action for Children
Kansas Humanities Council
Lawrence Memorial Hospital
Lawrence Public Library
Lawrence Transit System
Lied Center
Mass Street Music
Morris Laing
Mulvane Art Museum
Park University
SouthWind Gallery
Spencer Museum of Art
Theatre Lawrence
Topeka Symphony
United Way of Douglas Cnty
WheatFields Bakery Café
William Inge Theatre Festival
General Guidelines

**CONTENT:** The goal of underwriting language is to convey the most effective connection between the client’s product, service or event and our listeners.

**LENGTH:** Each credit, including its introduction (“Support for Kansas Public Radio comes from...”), may be up to 15 seconds in length. This is approximately 75 syllables.

Language Guidelines

- Primary information: name, location, years in business
- Informational descriptions of product line, service or event
- Brand and trade names
- Slogan which is trademarked and identifies, but does not promote, a product or business
- Phone number or website

Prohibited Language

- Comparative, qualitative or overtly promotional language
  - “high-quality products,” “best pizza in town”
- Calls to action
  - “stop by our showroom to see a model”
- Inducement to buy
  - “discounts for the first 10 callers”
- Price or value information
  - “free delivery,” “6.9% financing”
- Third-party endorsements
  - “Grammy Award-Winning”
- Use of the words you or your

**UNDERWRITING COPY EXAMPLES**

**Support for KPR comes from...**

**Kizer Cummings Jewelers...** serving Lawrence for more than 20 years. Applying new-world technologies while offering customers a blend of old-world craftsmanship and personal service. Kizer Cummings in downtown Lawrence.

**Kansas City Ballet...** presenting “The Nutcracker.” Clara, her prince and sugar plum fairies bring this traditional holiday classic to life...December 6th through the 28th at the Music Hall. More information at K - C - BALLET - DOT - ORG.

**Capitol Federal...** offering a complete range of personal financial services, home mortgage loans, checking accounts and online banking. An equal housing lender, member F - D - I - C. True Blue for more than 115 years.

**THINK IT’S HARD TO CONVEY YOUR MESSAGE IN 15 SECONDS?**

**Try this...**

“I pledge allegiance to the flag of the United States of America, and to the Republic for which it stands, one nation, under God, indivisible, with liberty and justice for all.”

“Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal.”
KPR Rate Card

MON | TUE | WED | THU | FRI | SAT | SUN
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5 a.m. | 5 a.m. | JAZZ WITH DAVID BASSE | JAZZ WITH DAVID BASSE
6 a.m. | 6 a.m. | HEARTS OF SPACE | HEARTS OF SPACE
7 a.m. | 7 a.m. | WEEKEND EDITION | WEEKEND EDITION
8 a.m. | 8 a.m. | CAR TALK | CAR TALK
9 a.m. | 9 a.m. | WAIT WAIT... DON'T TELL ME! | WAIT WAIT... DON'T TELL ME!
10 a.m. | 10 a.m. | A PRAIRIE HOME COMPANION | A PRAIRIE HOME COMPANION
11 a.m. | 11 a.m. | THIS AMERICAN LIFE | THIS AMERICAN LIFE
noon | noon | CLASSICAL | CLASSICAL
1 p.m. | 1 p.m. | THE JAZZ SCENE | THE JAZZ SCENE
2 p.m. | 2 p.m. | TRAIL MIX | TRAIL MIX
3 p.m. | 3 p.m. | ALL THINGS CONSIDERED* | ALL THINGS CONSIDERED*
4 p.m. | 4 p.m. | A PRAIRIE HOME COMPANION | A PRAIRIE HOME COMPANION
5 p.m. | 5 p.m. | RETRO COCKTAIL HOUR | RETRO COCKTAIL HOUR
6 p.m. | 6 p.m. | RIGHT BETWEEN THE EARS | RIGHT BETWEEN THE EARS
7 p.m. | 7 p.m. | KPR PRESENTS | KPR PRESENTS
8 p.m. | 8 p.m. | PIPEDREAMS | PIPEDREAMS
9 p.m. | 9 p.m. | A NIGHT ON THE TOWN | A NIGHT ON THE TOWN
10 p.m. | 10 p.m. | JAZZ WITH DAVID BASSE | JAZZ WITH DAVID BASSE
11 p.m. | 11 p.m. | HEARTS OF SPACE | HEARTS OF SPACE
midnight | midnight | RETRO COCKTAIL HOUR | RETRO COCKTAIL HOUR

**RATES:**
- $45 / spot
- $40 / spot
- $30 / spot
- $20 / spot
- $45 / spot

*Exclusive placement in either ME or ATC is available for premium rate, upon request.

**PACKAGES:**
- (ROS) **Run of Schedule** = $27 / spot
- (LA) **Largest Audience** = $36 / spot
  - Can include placement in any KPR program
  - A mix of placement in LA-designated programs

**DISCOUNTS:**
- **Pre-Pay** or **52+ spots purchased in a single contract** = 10% off
**Digital Media**

### AD UNIT SPECIFICITIES

**Specifications for ads:**
JPG & GIF accepted 60kb max file size
Messages & animation in keeping with tone of site.

### LOCAL ONLINE VALUE

**Trusted Source:** our visitors are local and loyal to [KPR.KU.EDU](http://KPR.KU.EDU) and our sponsors

**Quality Online Audience:** affluent, educated, influential, younger, predisposed to support KPR sponsors

**No Clutter:** no comparison to cluttered, commercial media sites. Your ad stands out!

### Sponsorship Type

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost Per 20K Impressions</th>
<th>Additional 10K Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Banner (300x250)</td>
<td>$100</td>
<td>Run dates your choice $50</td>
</tr>
<tr>
<td>Leaderboard (728x90)</td>
<td>$50</td>
<td>Run dates your choice $25</td>
</tr>
<tr>
<td>Player Button (300x250)</td>
<td>$100</td>
<td>Run dates your choice $50</td>
</tr>
</tbody>
</table>

Client may split impressions between Main Banner and Player Button, if desired.
Getting Started: Placement is available on most pages throughout the KPR.KU.EDU website in a couple banner and button dimensions. Our rate card offers a reference point; however, your knowledgeable KPR underwriting representative will work with you to put together the most valuable campaign according to your marketing goals.

CREATIVE GUIDELINES

*All sponsorship content will be subject to approval by KPR. KPR reserves the right to reject any ad based on content or images contained in the banner.

- Artwork must be provided one week in advance by the client. Banner creation is not included in rates quoted.
- Maximum file size: 60kb
- Acceptable file formats: GIF/JPG
- Rich Media (Flash, DHTML) ads not allowed
- Within any ad unit animation of any form can loop a maximum of 5 times. Animation may not last for more than 15 seconds.
- Click-through initiated from your banner will open your destination URL in a new browser window.
- No on-load popover or pop-under ads. All pop-ups in advertisements must be user-initiated.
- Images must have good quality and visual integrity. They cannot be pixelated.
- All ad units must be clearly identified as such.

ENEWSLETTER ADS

For $60/month you can reach more than 6,300 KPR enews subscribers.

Ad Unit Specifics: You may submit text and/or art for enews ads.

Cost/Month: $60
Cost/3 Months: $150
Kansas Statewide Underwriting Network

KANSANS LISTEN TO PUBLIC RADIO...how many?...more than 307,700.

The network of five Kansas public radio stations has the scope and resources to deliver your message to more than a quarter-million people, hitting every major metropolitan area in the state.

Through underwriting you’ll reach the most highly-educated and business-minded radio listeners in Kansas and its surrounding states, in an uncluttered, high-integrity environment.

The best part of KSUN is that you only deal with one contact and one invoice for this entire network.

RATES

<table>
<thead>
<tr>
<th>Days</th>
<th>Schedule</th>
<th>Run of Schedule, Equal Rotation, 6A - Midnight</th>
<th>Drive Time, 5A - 9A, 3P - 6P</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY — SUNDAY</td>
<td>$117 / spot</td>
<td>$166 / spot</td>
<td></td>
</tr>
<tr>
<td>NON-PROFIT RATES</td>
<td>$108 / spot</td>
<td>$150 / spot</td>
<td></td>
</tr>
</tbody>
</table>

(rates are net to station per each :15 second (:12 second for KRPS) announcement)

- Rates quoted are for one spot to air on each of the five stations in the KSUN network (rates effective January 2015)
- a la carte rate information available, upon request

HPPR’s complete signal coverage area map may be found on their website: http://www.hppr.org/

Garden City, Colby, Hays, Goodland, Lamar, Colo.; Amarillo; Okla. and Texas panhandles.*

Hutchinson, Wichita, Salina, Manhattan, Hays, Great Bend, Central Kansas.

Wichita, Hutchinson, Newton, South-Central Kansas, North-Central Oklahoma.

Lawrence, Topeka, Kansas City, Manhattan, Emporia, Junction City, Chanute, NW Missouri.

Pittsburg, Bartlesville, Oklahoma; Joplin, Missouri; Northwest Arkansas.

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