Make a **significant connection** to people who are...

### art enthusiasts.
Public radio listeners are **105%** more likely* to go to museums.

### theater supporters.
Public radio listeners are **87%** more likely to be live theater patrons.

### music lovers.
Public radio listeners are **59%** more likely to have attended a live music performance in the past year.

### business leaders.
Public radio listeners are **129%** more likely to be in top management and **91%** more likely to be an owner or partner.

### lifelong learners.
Public radio listeners are **26%** more likely to agree, “I like to learn about art, culture and history.”

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**KMUW listeners can be your best supporters.**

NPR® programming reaches one of the most educated and affluent audiences in radio.

Our listeners place a high value on creativity, curiosity and social consciousness, and they have a strong attachment to nature and the environment. Listeners lead an active lifestyle and favor portable media.

These beliefs are not just abstract ideals, but are manifested in the products and lifestyle choices made by the NPR® audience.

They are very open to trying new products and services but are less likely to be influenced by traditional advertising devices, such as celebrity endorsements.

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*when compared to the general population

Source: GfK MRI Doublebase 2017

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Community Business Advancement (316) 978-6789

Larry Bennett (316) 461-5542 bennett@kmuw.org
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Premium Events Package for Nonprofits
21 messages per week, plus Bonus Spots

- **9 times per week in Tier 1**
  (e.g. Morning and Afternoon Drive, Car Talk, Wait Wait...Don’t Tell Me!)
- **7 times per week in Tier 2**
  (e.g. 1A, The Takeaway, Live from Here, Science Friday, This American Life)
- **5 times per week in Tier 3**
  (e.g. Global Village, Strange Currency, Night Train, Soulsations, Crossroads)
- **Run-of-Schedule Bonus Spots**: Total to be determined based on availability.

$570 $674 value, plus Bonus Spots. Additional longevity discounts available.

Performance Events Package for Nonprofits
14 messages per week, plus Bonus Spots

- **5 times per week in Tier 1**
  (e.g. Morning and Afternoon Drive, Car Talk, Wait Wait...Don’t Tell Me!)
- **5 times per week in Tier 2**
  (e.g. 1A, The Takeaway, Live from Here, Science Friday, This American Life)
- **4 times per week in Tier 3**
  (e.g. Global Village, Strange Currency, Night Train, Soulsations, Crossroads)
- **Run-of-Schedule Bonus Spots**: Total to be determined based on availability.

$361 $431 value, plus Bonus Spots. Additional longevity discounts available.

Best Times Available Package for Nonprofits
10 Run-of-Schedule (ROS) messages per week

- **1 or 2 Run-of-Schedule spots per day**
- **Additional spots may be added at the same discounted rate.**
- ROS spots will be reviewed for possible schedule improvement to day parts with larger audiences at the beginning of each broadcast week.
- Best Times Available spots may be preempted by full rate sponsors. Any preempted spots will be scheduled at an alternate time.

$224 $270 value. Additional longevity discounts available.

Effective: July 1, 2017