

MEDIA KIT



YOUR NEWS. YOUR MUSIC. YOUR STATION.

UNDERWRITING RATES

OPEN RATES

Drivetime	\$38.50 per spot
Run of Schedule	\$27.50 per spot

DISCOUNTS

Discount rates apply for non-profits or annual contracts (minimum 52 spots per contract year)

Drivetime	\$33 per spot	\$1,716/year
Run of Schedule	\$22 per spot	\$1,144/year

DRIVETIME PROGRAMS

Morning Edition, The Diane Rehm Show, All Things Considered, Weekend Edition, and Wait, Wait...Don't Tell Me

RUN OF SCHEDULE PROGRAMS

Performance Today, Here and Now, Classical Music from Aspen, The World, Fresh Air, Jazz from Aspen, CrossCurrents, This American Life, The Bluegrass with Mustard Show, Mountain Edition, Valley Roundup, and Curated.

Additional shows not listed here are also available at special rates from your underwriting representative.

FORMAT

An underwriting mention, or spot, is read live by an Aspen Public Radio host (with the exception of spots aired during *The Diane Rehm Show, Performance Today, Fresh Air* and some weekend programming, during which spots are pre-produced by Aspen Public Radio).

Aspen Public Radio does not accept or air pre-recorded spots from outside sources. There is no charge for in-house production.

Underwriting copy length may not exceed 20 seconds. Public radio research shows the more concise the message, the more likely the content of the message will be absorbed by the listener.

OTHER

The maximum number of spots allowed on weekdays is four per day, with no more than two per show.

The maximum number of spots allowed on weekends is two per day.

Underwriting contracts and copy are scheduled in the order received and according to program availability. The deadline is **three business days prior to the start date.**

Special packages are available for the morning weather report, the Ski Report, the River Report, and all live broadcasts.

Programs are subject to availability and subject to change.

UNDERWRITING COPY

EXAMPLES

Support for Aspen Public Radio comes from Reynolds, Kalamaya and Voboril, LLC, a boutique law firm with offices in Aspen and Avon. The attorneys at RKV Law are proud to share their love for public radio with the local community. Learn more at rkvlaw.com.

Support for Aspen Public Radio comes from Clark's Market, family owned and operated for more than 30 years. Clark's Market in Aspen includes an in-store pharmacy, accepting most insurance plans. Open Monday through Friday, 9:30 to 5:30, with after-hours pick up available. More at ClarksMarket.com.

Support for Aspen Public Radio comes from the all-volunteer Thrift Shop of Aspen. Through the re-sale of gently-used clothing and household goods, the Thrift Shop provides college scholarships and annual grants to more than 150 non-profits. Learn more at aspenthriftshop.org.

Support for Aspen Public Radio comes from Main Street Gallery and the Framer, providing fine art and custom framing for western Colorado for 32 years. Main Street Gallery and the Framer is located in Carbondale at the corner of 4th and Main, open Monday through Saturday. More at [Main Street G A L L.com](http://MainStreetGAL.com).

Support for Aspen Public Radio comes from Michael Fuller Architects, a design studio serving clients' needs for more than 25 years, and committed to supporting environmental issues in the Roaring Fork Valley and beyond. Learn more at mfullerarchitects.com.

Support for Aspen Public Radio comes from Roaring Fork Furniture, providing comfort for your mountain-living lifestyle for more than 35 years. Offering home furnishings from Mountain Rustic to Modern. Located at 2424 South Glen Avenue in Glenwood Springs. Learn more at 945-8321.

GUIDELINES

Aspen Public Radio will work with you to create an announcement that suits your marketing needs and ensures compliance with Aspen Public Radio guidelines as well as Federal Communications Commission (FCC) regulations [Section 399B of the Federal Communications Act of 1934 and Sections 73.503(d) and 73.503(e), FCC 2d 255 (1994)] that apply to non-commercial stations.

The FCC regulations and Aspen Public Radio guidelines serve to protect the non-commercial environment so highly valued by public radio listeners. As a result, your business shares in the integrity of the special relationship that exists between Aspen Public Radio and its listeners.

- The FCC requires broadcasters to fully and fairly disclose the true identity of all program underwriters.
- Underwriting spots are a maximum of 20 seconds (including the preamble "Support for Aspen Public Radio") and are read live or pre-recorded by Aspen Public Radio hosts without sound effects, theme music, or jingles.
- A business, service, or event may be described in value-neutral terms that avoid comparative or qualitative claims, superlative descriptions, or promotional language.
- The copy may not contain calls to action or solicitation of direct consumer response.
- Price or value information is not allowed.
- The physical location of a business (i.e. city, neighborhood, town, cross streets) and phone number or website addresses may be included.
- Established corporate identifiers or corporate positioning statements will be considered. Slogans coined for specific marketing campaigns are prohibited.



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 Aspen, CO 81611
 970 920-9000 tel
 970 544-8002 fax
 AspenPublicRadio.org

CONTRACT FOR UNDERWRITING

Date: _____ Event: _____
 Client: _____ Phone: _____ Fax: _____
 Contact/Billing Address: _____ Email: _____
 Website: _____

PROGRAM	START DATE	END DATE	M	TU	W	TH	F	SA	SU	SPOTS PER WEEK	NUMBER OF WEEKS	TOTAL SPOTS

Please check one: Cash Trade Grant Sponsorship
 _____ SPOTS @ \$ _____ /EACH = \$ _____ SPOTS @ \$ _____ /EACH = \$ _____ TOTAL SPOTS _____
 _____ SPOTS @ \$ _____ /EACH = \$ _____ SPOTS @ \$ _____ /EACH = \$ _____ TOTAL PRICE \$ _____

NOTES:
 An additional 1.5% will be charged to all accounts not paid within 30 days after invoice/billing date and similarly, each month thereafter until paid.

Please sign below and return to Aspen Public Radio via fax, email or mail.
 Client Signature: _____ Date _____
 APR Signature: *Debbie Walden* _____ Date _____

NONDISCRIMINATION POLICY: Aspen Public Radio and its station[s] do not discriminate in underwriting contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

ASPEN PUBLIC RADIO'S LISTENERS

Aspen Public Radio attracts a desirable demographic that encompasses the entire Roaring Fork Valley from Aspen to Glenwood Springs and a portion of the Colorado River Valley from Rifle to Eagle.

PUBLIC RADIO LISTENERS*, PARTICULARLY THOSE WHO TUNE IN FOR NEWS AND CLASSICAL MUSIC PROGRAMMING, ARE PROFILED BELOW:

54%	men
46%	women
59%	aged 25 to 54
60%	college degree or beyond
76%	HHI \$50,000+
58%	HHI \$75,000+
	mean HHI \$96,152
66%	married
77%	employed
36%	professional
11%	work in top management
29%	make business purchases of \$1,000 or more each year
61%	view job as a "career"
70%	have voted in the past year
35%	consider self conservative or very conservative
28%	liberal or very liberal
25%	middle of the road
28%	involved in charitable causes
49%	attend theater/concert/dance performance
64%	dine out
57%	read books
37%	go to a zoo or museum
57%	follow a regular fitness program
42%	own financial securities
72%	have travelled domestically over the past three years
42%	have travelled internationally over the past three years

Adults 18+ who listen to a public radio station. Source: Mediamark Research, Doublebase 2008. *past year activities



AN EFFECTIVE ENVIRONMENT FOR YOUR COMPANY OR ORGANIZATION'S MESSAGE

ASPEN PUBLIC RADIO IS

- The No. 1 station in the entire Roaring Fork Valley among college graduates ages 35 and older*
- The No. 1 station overall in Pitkin County among adults ages 35-64†
- The No. 1 non-commercial station in Pitkin County among adults ages 18-54*

In an increasingly cluttered ad environment, it is harder and harder for companies to ensure their message stands out. Aspen Public Radio offers a rare opportunity for you to connect with listeners who are engaged with both content and sponsorship.

A UNIQUE COMFORT WITH UNDERWRITING MESSAGES ON PUBLIC RADIO

More than 80% of radio listeners agree that they are “comfortable with the quantity of underwriting on public radio today.” In direct contrast, 87% of radio listeners say “there are too many advertisements on commercial radio these days.”*

- Aspen Public Radio rarely airs more than six 20 second underwriting announcements per hour, and often airs fewer.
 - Commercial stations in the Roaring Fork Valley may air more than twenty 30 and 60 second commercials per hour.
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LISTENERS REMAIN ENGAGED THROUGHOUT PUBLIC RADIO BREAKS

Focus groups consistently reveal that listeners, when asked to rate programming on a real-time basis, are much more likely to engage with public radio underwriting announcements than with commercial advertising breaks.



*Source: Arbitron Inc.'s survey of the Roaring Fork Valley, Fall 2008

†Source: Radio Index Audience survey of the Roaring Fork Valley,
May-July 2009

*Source: NPR & Jacobs Media Underwriting Study, Summer 2007
DIAL TESTING CONDUCTED BY FMR ASSOCIATES, INC.

- Reaches more than 10,000 unique listeners a week at home, work, and on the road, plus an additional 1,000+ listeners online across the United States and in more than 60 countries and territories worldwide;

- Can be heard from Aspen to Glenwood Springs, and Rifle to Eagle;
- Has more than 1,400 members who are enthusiastic supporters of local businesses (80% of whom have a “more favorable” opinion of businesses that support Aspen Public Radio);

- Delivers live broadcasts of special programs, speakers, and concerts from the Aspen Institute’s Ideas Festival and McCloskey Speaker Series, the Aspen Music Festival and School, Aspen Words, Theatre Aspen, Hudson Reed Ensemble, ARE Day, and Anderson Ranch;

- Airs more public radio favorites, more often, than any other radio station on the Western Slope, including Morning Edition, All Things Considered, Wait, Wait...Don’t Tell Me, Fresh Air, The Diane Rehm Show, The Splendid Table, This American Life, A Prairie Home Companion, The World, Here and Now, and Radiolab;

- Offers insightful, high quality, entertaining, and informative locally produced programs, including Classical Music from Aspen, Mountain Edition, CrossCurrents, Valley Roundup, Curated, Jazz from Aspen, The Bluegrass with Mustard Show, and Aspen Hot Wax;

- Staffs an award-winning local news department of five full-time reporters, the largest of any public radio station in Colorado outside of metro Denver;

- Provides a scholarship annually to a local student from the valley who plans to study broadcast communications or journalism in college.
