



How Underwriting on **KASU** will benefit **YOU**

Reach the People Who Make a Difference!

Decision makers, professionals and managers are active people. Because their time is important, they select their media with great care. Their advanced education and incomes make them one of the most desirable groups to reach. Commercial messages crowd the media, vying for their attention.

About **KASU**

KASU is a 100,000 watt public radio station broadcasting from the campus of Arkansas State University in Jonesboro. KASU offers a wide variety of locally produced and syndicated music and news programming not heard on other stations in the area. KASU reaches 18 counties in Northeast Arkansas, seven counties in Southeast Missouri and in such areas as Batesville, Blytheville, Pocahontas, Wynne, West Memphis, Arkansas; Thayer, Poplar Bluff, Kennett, Missouri; Dyerburg, Tennessee and the Jonesboro- Paragould area. More than 250,000 people live in the KASU listening area.

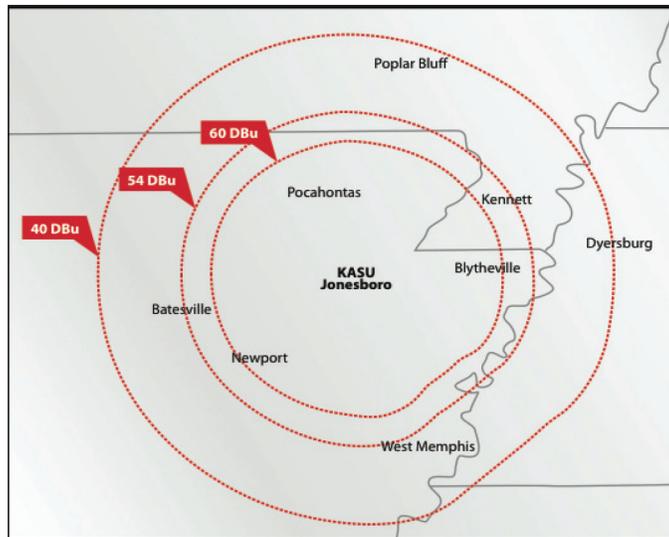
Who's Listening to **KASU**

Research*shows the Public Radio Audience is:

Well-Educated: Almost 60% of our listeners have college degrees, compared to 27% of total U.S. adults. Over 30% of public radio listeners have graduate or professional degrees.

Affluent: Over 70% of public radio listeners live in households with average incomes of over \$50,000. Over 60% have incomes over \$75,000.

High Achieving: More than half of public radio listeners are employed in professional, technical, managerial or administrative positions.



NPR Listener Demographics:

1 Source ICR, Excel Omnibus, Interviews with US 1000 adults, "Listeners' Opinion of Corporate Support" 2 Source: Arbitron Nationwide, Persons age 12+, Mon- Sun 6:00 am Midnight

- 65% age 25 to 54
- 48% age 35 to 54
- 25% age 18 to 34
- 58% college degree or beyond
- 27% graduate school attend/degree
- 70% HHI \$50,000+
- 43% professional/managerial
- 20% make purchase decisions \$1,000+
- 78% community-minded and active
- 65% vote
- 50% attend theater/concerts/dance
- 38% went to zoo or museum
- 65% dine out
- 56% read books
- 55% exercise regularly
- 75% engage in domestic travel
- 40% engaged in foreign travel in past three years

Simple, Positive On-Air Promotion... Your company will be identified by name along with brief factual information and contact info. Public radio underwriting credits are not intended to sound like commercials. This style of presentation is a refreshing change from other on-air media.

...In an Uncluttered Environment. KASU's typical program break is sixty seconds. That's compared to breaks of sometimes five minutes or longer, in commercial media. When your announcement is heard in this uncluttered environment, the message stands out.

Special Invitations: Throughout the year, KASU hosts special events of interest to underwriters and members. This includes concerts, celebrity receptions, meals, as well as opportunities to volunteer or be an on-air guests during membership drives.

Tax Deductible: Underwriting on KASU is a tax-deductible contribution.



Suggested **KASU** Underwriting Packages

Rotation Schedules

A rotating schedule is a great way to reach the diverse variety of KASU listeners. Your announcement will rotate in a flexible schedule that exposes your underwriting message to the broadest possible KASU audience.

***There will be a 25% add-on for specified positions in rotation options.**

7 Day Rotating Schedule - This option allows 30 credits a month on average- one spot every day, Monday through Sunday in broad rotation, all programs available.

Cost: \$200 a month

5 Day Weekday Schedule - Monday through Friday only

This option allows 5 rotating credits - one per day- Monday through Friday each week – approximately 22 credits/month. Spots air during weekday programming, including 1A with Joshua Johnson, Fresh Air, Arkansas Roots, Performance Today, Here and Now, and Jazz Overnight.

Cost: \$150 a month

News & Views

NPR's Morning Edition - Morning Edition provides news in context, thoughtful ideas and commentary, and reviews new music, books, and events in the arts. Also includes local updates from the KASU news department throughout the program. Weekdays from 5:00am to 9:00am, and weekend editions. Approximately 30 credits/month, specified positions are available.

Cost: \$250 a month

APM's Marketplace - Award-winning Marketplace is public radio's daily magazine on business and economics news. The 30-minute program airs at 5:30PM and boasts the largest audience for any business program in the United States on radio, cable or network television. In conjunction with Marketplace Morning Report each weekday and Marketplace Money on Saturdays, this trio of financial programming covers listeners from wallet to Wall Street – 30 monthly credits.

Cost: \$350 a month

Weekday NPR News & Discussion - This options includes award-winning programs such as 1A with Joshua Johnson, Fresh Air, Here and Now, and All Things Considered. These news magazine and discussion programs deliver in-depth reporting about current world events, and offer listeners thoughtful and lively conversations on an array of topics with many of the most distinguished people of our times - approximately 22 monthly credits.

Cost \$250 a month

Weekend Entertainment, News & Discussion – Includes 7 credits every weekend in shows like Wait Wait Don't Tell Me, The Best of Car Talk, Ask Me Another, NPR's Weekend Edition, APM's Marketplace Money and more. From the latest market news to a wacky and whip-smart approach to the week's news and newsmakers, these entertaining, yet educational programs are a delight! – 30 monthly credits.

Cost \$150 a month

Music & Arts

"Roots" Music Programming

Rotate your underwriting message during music programs featuring the regions most talented musicians. Listeners will enjoy programs from a variety of music genres, such as classic rock and roll, rhythm and blues, rockabilly, and Bluegrass. Shows include Something Blue, Rhythm & Blues, Ozark Highland's Radio, and KASU's local arts magazine, Arkansas Roots.

Cost \$200/month

Classical, Jazz & More

Your underwriting message will be featured during programs like Performance Today and The Concert Hall, which feature classical music; Jazz Overnight, Music from the Isles, and more.

Cost \$150/month

Customized short term or specialized event packages are also available

For more information, please contact Doreen Selden – KASU Corporate Relations Director

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