



90.5|91.5|89.5|91.1|90.9

“...non-commercial broadcasting that supports the inclusive voice, education, and interests of our diverse rural audience...”

KSJD Dry Land Community Radio
2 East Main
PO Box 116
Cortez, CO 81321

Office (970)564-9727
Studio (970)564-0808
Fax (970)516-1927
ksjd.org

Why Should I Market on KSJD?

One of the most important aspects of marketing any business is to maintain your image. Underwriting on KSJD places you, your product or service in a unique position by clearly separating your name from the clutter inherent in commercial advertising. Just as you, the underwriter, supports KSJD, our loyal listeners will support you.

74% of public radio listeners say that a business’ support of public radio has a positive influence on their decision to purchase that business’ products or services.

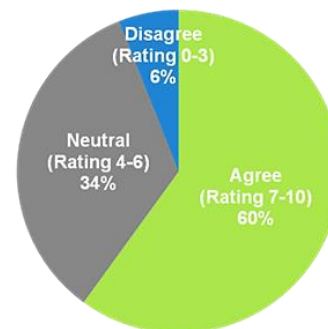
This phenomenon—known as the “**halo effect**”—is a benefit enjoyed exclusively by those businesses who have established a partnership with public radio. At KSJD Community Radio, we enjoy the support of over 550 member households who generously donate their hard-earned money to the station each year because they value our diverse, informative, entertaining programming brought to you in an uncluttered, non-commercial environment.

An association with KSJD identifies your business as a civic and community-minded organization with an interest in the public that goes beyond simply selling a product or service.

Public Radio Listeners commonly describe the sponsors they hear on public radio as:

- Smart marketers
- Low-key
- A “different tone”
- Giving back
- Unobtrusive
- Public information
- Community-focused
- Supporters
- Forward-leaning
- Kindred spirits

Most listeners agree that their opinion of a company is more positive when they find out it supports public radio:



Contact Amanda Puett
Amanda@KSJD.org
970-564-9727