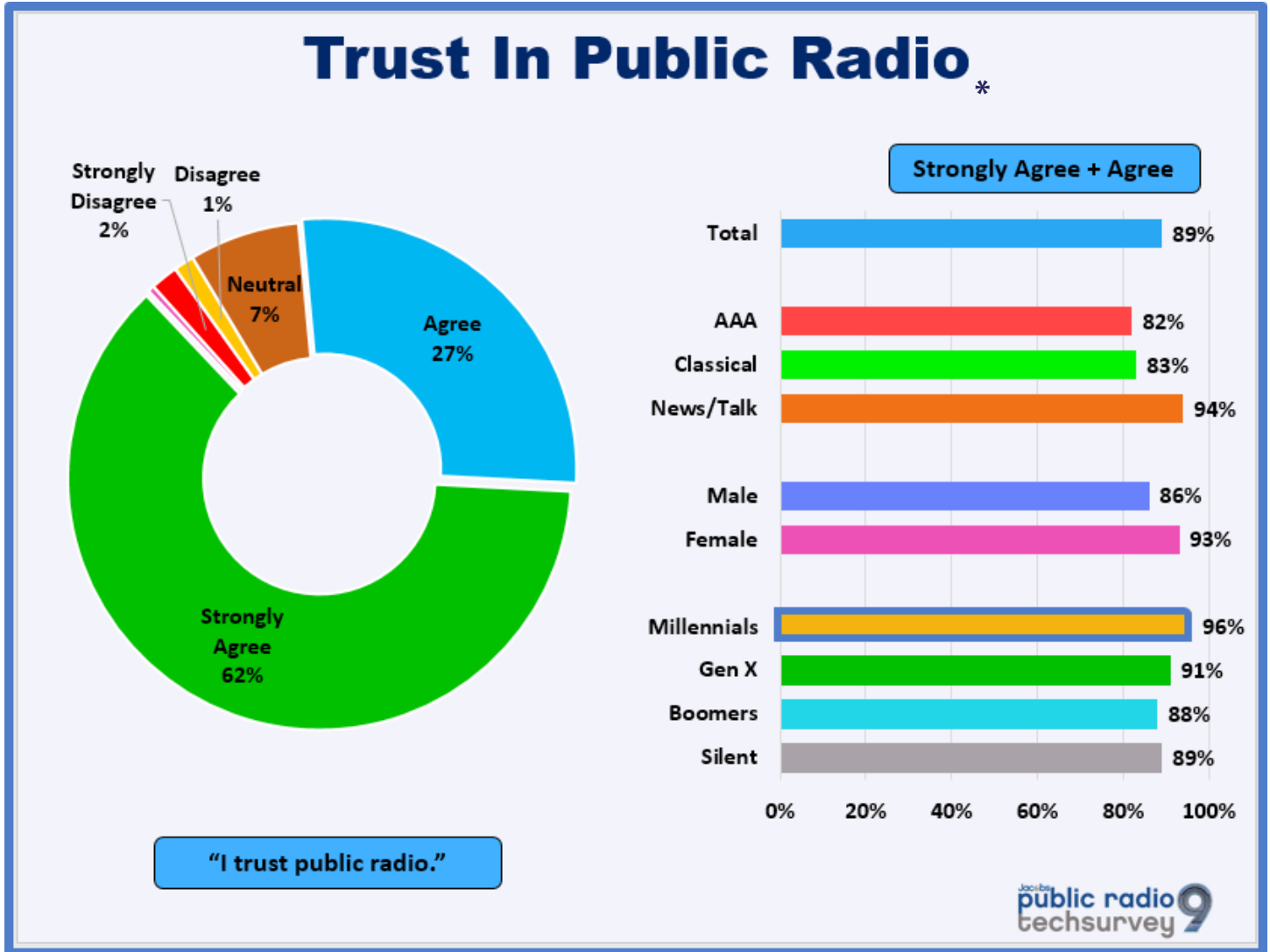


Why Sponsor KSMU?

In a world of increasing skepticism, reputation and trustworthiness are of utmost importance. KSMU has earned the trust of our audience and supporters over the years by being transparent and never forgetting our role is to serve the public. NPR listeners and sponsors deem public radio a trusted and valued institution.

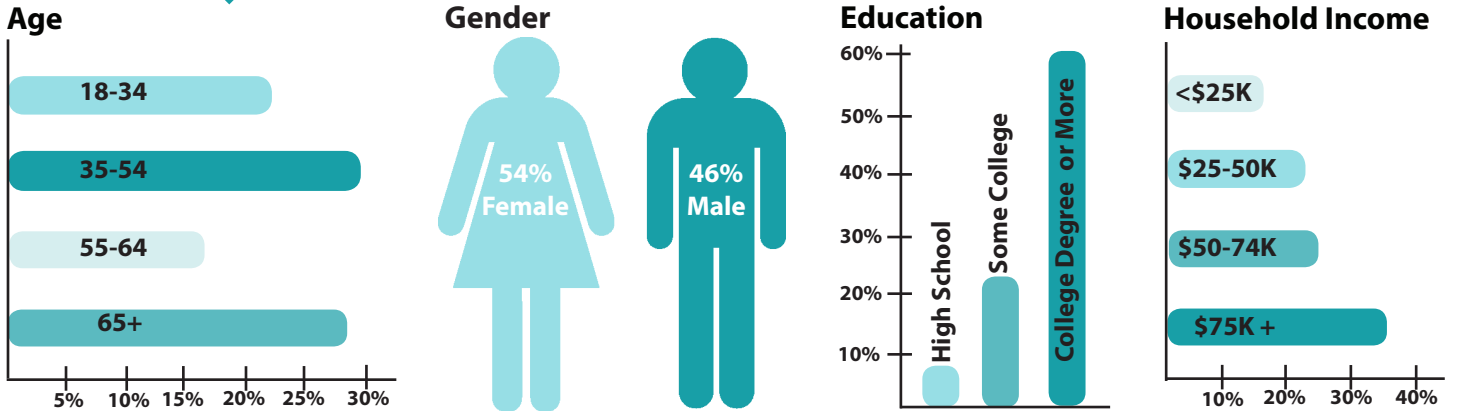


The NPR audience is uniquely loyal and engaged.**

- ◆ 86% of listeners consider NPR programming "personally important" to them.
- ◆ 83% of listeners have been moved to take action by listening to NPR. For instance, 44% gathered more info about a company/product, 41% have visited a sponsor's website, and 30% have recommended a product or service to others as a result of listening.
- ◆ 87% of listeners have discussed an NPR story with friends, family, or colleagues.
- ◆ 70% of listeners agree that, when price and quality are equal, they prefer to buy products from businesses that support public radio.

"KSMU listeners really care about local businesses. I find when someone hears our message they're more prone to support us. It's a great value for us."
 -Lauren Brown, Co-owner, Neighbor's Mill Bakery & Cafe

KSMU Listeners & Supporters



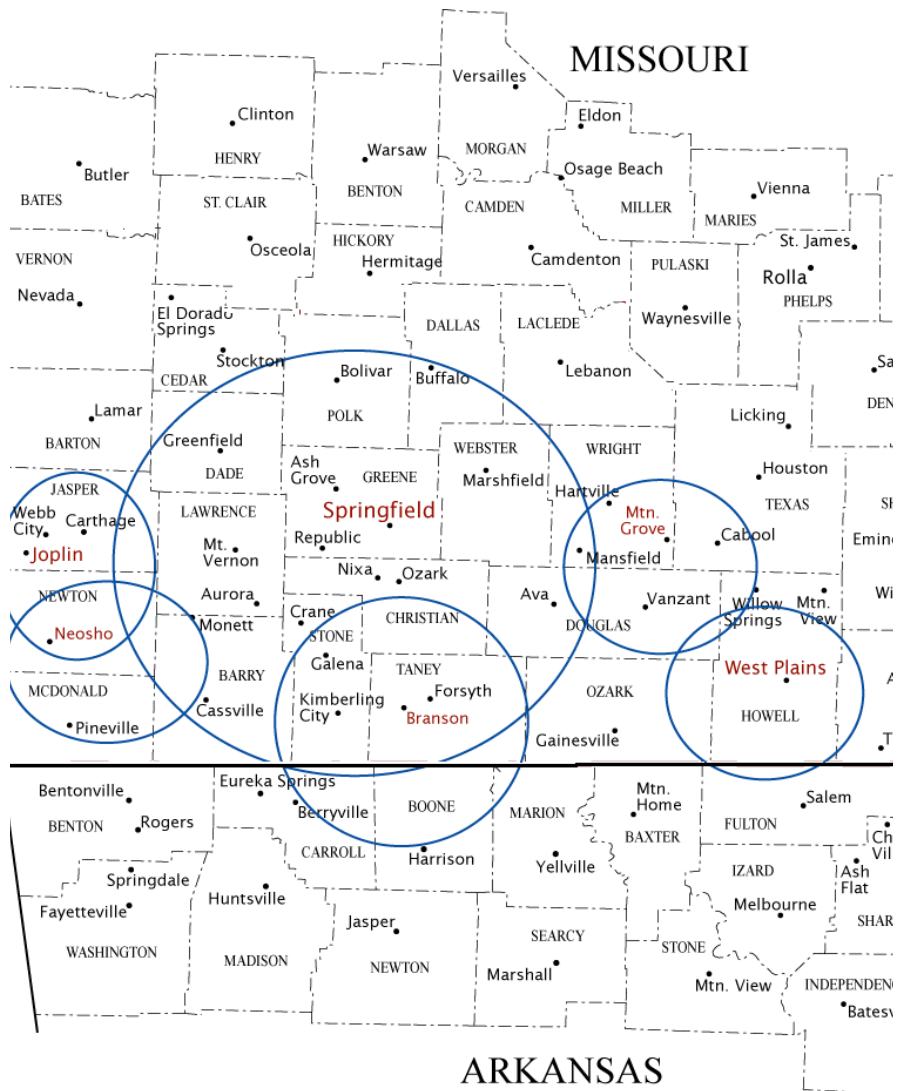
Underwriters & Friends

- 417 Pet Sitting
- **A & B Cycle**
- All About Trees
- All Hours Plumbing
- Bambino's & B2 Cafe
- **Carnahan, Evans, Cantwell & Brown P.C.**
- **Central Bank/Central Trust & Investment Company**
- **Citizens Memorial Hospital & Foundation**
- **Classic Wood Floors and Smith Flooring**
- Community Foundation
- **CoxHealth**
- **Dr. Shachar Tauber, Mercy Clinic Eye Specialists**
- Drury University
- Gillioz Theatre
- House of Flowers
- **Larson Law Firm**
- Mama Jeans
- Mattax Neu Prater Eye Center
- **Mid-Missouri Bank**
- Missouri State University
- **Neighbor's Mill Bakery & Cafe**
- **Springfield's Best**
- **Springfield/Branson National Airport**
- **Springfield Dept. of Environmental Services**
- **Sunbelt Environmental Services**
- **Synergy Recovery Center**
- Waverly House Gifts & Gallery
- Wild Birds Unlimited
- Zenith Climbing Center
- And many more!

*Sense of Community Partners are listed in **bold**.*

For a complete listing, visit
ksmu.org/ksmu-underwriters-and-friends.

Coverage Map



KSMU Rates & Program Schedule

Drive Time/News & Information

\$30 per announcement

Monday-Friday

- 6 – 10 am *Morning Edition*
- 1 – 3 pm *Here & Now*
- 3 – 4 pm *Fresh Air*
- 4 – 7 pm *All Things Considered*

Run of Schedule & Weekend Programming

\$23 per announcement

6 am - 7 pm rotator

Announcements are placed throughout *Morning Edition, Classical 24, Here & Now, Fresh Air, All Things Considered* and other programming.

Annual Plan

\$18 per announcement

The most cost effective way to reach KSMU listeners! Announcements may be placed in programs of your choice, subject to availability. In order to qualify for this rate, an annual commitment of \$4,680 for 260 announcements is required.

Online Sponsorship

\$150 - \$250 per month

Price depends on placement and availability. Ask your underwriting representative for more details.

Longterm Discount

With a 3 year committment, receive a 5% discount and a guarantee of no rate increases.

Time	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
5 am	BBC World Service	Morning Edition					BBC World Service
6 am							People's Pharmacy
7 am							Weekend Edition
8 am							
9 am	TED Radio Hour						Arts News
10 am	The Choral Tradition	Classical Music			Classical Music	Ask Me Another	
11 am	Harmonia				World Cafe/Studio Live	Fresh Air Weekend	
12 pm	You Bet Your Garden				Science Friday	Classical Music	
1 pm	People's Pharmacy	Here & Now					
2 pm	Zorba Paster On Your Health	Fresh Air with Terry Gross					
3 pm	Living on Earth	All Things Considered					All Things Considered
4 pm	Planet Money/How I Built This						Live From Here
5 pm	Ask Me Another						
6 pm	Live From Here	All Songs Considered				Seldom Heard Music	
7 pm		Classical	Opera	Classical	The Roundabout		
8 pm	Ozark Highlands Radio	Jazz Excursions	Holland St. Jazz	Beneath the Surface	The Basement	World Beat Broadcast	The Gold Ring
9 pm	Mulberry Tree						Beale Street Caravan
10 pm	Hearts of Space	BBC World Service					Route 66 Blues Express
11 pm	BBC World Service						
12-5 am	BBC World Service						

KSMU Online Sponsorship

Streaming Sponsorship

\$150 per month

729 x 90 banner appears in streaming window when stream is activated.

Top of Page Leaderboard

\$250 per month

1000 x 90 banner appears at the top of page.

Right Rail 1

\$250 per month

300 x 250 block appears at the top of the right rail.

Right Rail 2

\$200 per month

300 x 250 block appears in the middle of the right rail.

Right Rail 3

\$150 per month

300 x 250 block appears at the bottom of the right rail.

Mobile Leaderboard

\$50 per month

320 x 50 banner at the top of the mobile version of the website.

Please note...

- Online sponsorships may be pre-empted during pledge drives for one week each spring and fall. Contracts will be extended to make good for any missed days.
- Your content may rotate with up to 3 other online sponsors.



House report says Greitens lied about how he got charity fundraising list

A report from a House committee investigating Gov. Eric Greitens' conduct contends that the governor signed a false account to state ethics officials about how he obtained a fundraising list



The History of Phelps Grove Park in Central Springfield



Bradford Pear Trees: An Invasive Species

