Become a Proud Sponsor of Montana Public Radio

Market Your Business or Organization With Montana Public Radio

2017-2018 MTPR Sponsor “Media Kit”
Your sponsorship:
Helps keep your favorite Montana Public Radio programming alive and thriving.

- Educational
- Informative
- Entertaining

But...
Sponsorship is not just a donation. It is a very effective and cost-efficient marketing tool.
MTPR Sponsorship can:

- **Inform:** Tell listeners who you are and what you do.

- **Persuade:** What would you like the listener to do? – purchase something, attend an event, donate to a nonprofit, etc.

- **Remind:** Build top of mind awareness with listeners or past customers or members who may not be thinking about you now.
About Montana Public Radio

- Licensed to The University of Montana
- 70,000+ weekly listeners in western and central Montana
- 178,000 page visits per month at MTPR.org... and growing!
Montana Public Radio Station Map

FM Radio

West
89.1 Missoula
91.5 N. Missoula
91.9 Hamilton

Northwest
89.5 Polson
90.1 Kalispell
90.5 Libby
91.7 Whitefish
101.3 Swan Lake

Southwest
91.3 Butte
91.7 Helena
91.7 Dillon

Central
89.9 Great Falls

Online
90.1 Kalispell
101.3 Swan Lake
Polson

Great Falls

89.9

Streaming online at mtpr.org
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<tbody>
<tr>
<td>5am</td>
<td></td>
<td>Morning Edition</td>
<td></td>
<td></td>
<td>Only A Game</td>
<td>BBC World Service</td>
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<tr>
<td>7am</td>
<td></td>
<td>Morning Edition and Montana News</td>
<td></td>
<td></td>
<td>Children's Corner</td>
<td>Sunday Baroque</td>
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<td>8am</td>
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<td>10am</td>
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<td>Morning Classics</td>
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<td>Weekend Edition</td>
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<td>Freeforms</td>
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<td>BBC World Service</td>
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<tr>
<td>1pm</td>
<td></td>
<td></td>
<td>Here and Now</td>
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<td>2pm</td>
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<td>Performance Today</td>
<td>Folk Show</td>
<td>Performance Today</td>
<td>Weekend Edition</td>
<td>Weekend Edition</td>
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<tr>
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<td></td>
<td>Performance Today</td>
<td>Jazz Sessions</td>
<td>Performance Today</td>
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<td>4pm</td>
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<td>Pea Green Boat</td>
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<td>On the Media</td>
<td>On Being</td>
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<tr>
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<td></td>
<td>All Things Considered and Montana News</td>
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<td>6pm</td>
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<td></td>
<td></td>
<td>All Things Considered</td>
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<tr>
<td>7pm</td>
<td>Moth Radio Hour</td>
<td>This American Life</td>
<td>TED Radio Hour</td>
<td>The Write Question/ Musician's Spotlight</td>
<td>Radiolab</td>
<td>Prairie Home</td>
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<td>8pm</td>
<td>Music Special</td>
<td>Get To That: Folk, Roots, Americana</td>
<td>What I Like About Jazz</td>
<td>American Routes</td>
<td>Pazz and Jop</td>
<td>Jonkunnu Express</td>
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<td>9pm</td>
<td>Thistle &amp; Shamrock</td>
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<td>10pm</td>
<td>Indigenous Expressions</td>
<td>Night Train</td>
<td>Blues on the Move</td>
<td>Night Flight</td>
<td>Muses Jukebox</td>
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<td>11pm</td>
<td>Into the Groove</td>
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<td>12am - 5am</td>
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<td>BBC World Service</td>
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Return on Investment
Credibility
Trustworthiness, Reliability, Integrity

Why is a :15 second sponsorship on MTPR more effective than a :30 or :60 second ad somewhere else?

“The best ads today are non ads, which clearly communicate the benefits of a product in a style that does not seem like advertising.”
Source: Roy Williams – The Wizard of Ads

The top reason that people have have reported listening to less AM and FM radio is “Too many commercials”.
Source: Jacobs Media PRTS8, 2017

Traditional advertising continues to lose people’s willingness to consume and believe the message. The most powerful media may actually be the nontraditional ones where consumer radar is not on red alert to fend off the onslaught of marketing.
Source: “Under the Radar”
Content is why people love MTPR

MTPR provides at least 58 minutes per hour of content. Providing news, information and entertainment to the public is our mission.

We take a couple of minutes per hour to thank sponsors who assist our delivery of content to you.

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• Commercial Radio provides about 45 minutes of content per hour.
• Commercial Television provides about 44 minutes per hour.
• Print provides 50% content
The Public Radio Halo Effect

MTPR listeners consider sponsor credits to be informative, not interruptions...

- Only one sponsor per break
- :15 second announcements
- Only two to seven announcements per hour
Listeners patronize MTPR sponsors...

70%

Prefer to buy products or services from NPR sponsors

Source: NPR Audience Insight Research
Average number of listeners at any one time during the week

Rank Report: MoSu 6a-9p  AQH Persons  Top-15

Missoula/Bitterroot Valley radio stations ranked by average number of listeners during the week. KUFM is Montana Public Radio.

KUFM FM
KGVO AM
KYSS FM
KBAZ FM
KYJK FM
KDTR FM
KGLL FM
KMSO FM
KZQO FM
KENR FM
KHKM FM
KKVU FM
KMZL FM
KBGA FM
KMPT AM

KGVO Newstalk 1290 AM
Kiss-FM - Country 93.3 FM
The Blaze Active Rock 96.3 FM
Jack FM - Adult Hits 105.9 FM
The Trail - Adult Alternative 103.3 FM
Eagle-93 Country 93.3 FM
Mountain FM - Hot AC 102.5 FM
Z 100 - Classic Rock 100.1 FM
Zoo-FM Top 40 107.5 FM
The Hawk - Country 98.7FM
U104.5 - Adult Top 40 104.5 FM
SOS Radio - Christian 91.1 FM
UM Student Radio - Variety 89.9 FM
Patriot Radio - Conservative Talk 930 AM

MTPR has 11 additional transmitters in central and western Montana that are not included in this total.

Source: Eastlan Spring 2017

Dave Dennis 04-Sep-17

Data: © 2017 Eastlan Ratings- Subject to the limitations and restrictions stated at www.eastlanratings.com
Average number of listeners at any one time during the week

Rank Report: MoSu 6a-9p  AQH Persons  Top-15

Market: Kalispell/ColumbiaFalls/Whitefish  Demo: A18+  Pop: 79,100  Sample: 551

Kalispell / Flathead Valley radio stations ranked by average number of listeners at any time during the week. KUKL is Montana Public Radio

AQH Persons

KJRR AM  NewsTalk 880 am
KDBR FM  The Bear - Country 106.3
KUKL FM  Montana Public Radio
KRVO FM  The River - Adult Alternative 103.1
KBZB FM  B98 Classic Rock 8.5
KOFI AM  News Talk - Oldies 1180 am
KZMN FM  The Monster - Classic Rock 103.9
KLKM FM  K-Love - Christian 88.7
KGEZ AM  KGEZ-News Talk Sports Oldies 600am
KWOL FM  Kool - Oldies 105.1
KKMT FM  Star 92 - CHR (Top 40) 92.3 / 95.3
KALS FM  Network of Praise - Christian 97.1
KOLK FM  The Lake 94.3 Country
KERR AM  Montana's Country Original 750am
KHKN FM  Hank - Country 95.9

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Source: Eastlan Spring 2017  Dave Dennis  04-Sep-17
### Listener Profile:

Public Radio listeners are choice consumers, savvy business leaders, and influentials who are active in their communities.

#### Nationally:

- **55% Men (MTPR 49.82%)**
- **45% Women (MTPR 50.18%)**

- **63% College degree or beyond**
  - 31% Post graduate degree

- **77% Household Income $50,000+**
  - 60% HHI $75,000+

- **53% Regular fitness program**
  - 36% Walk for exercise
  - 21% Swim

- **92% Involved in public activities**
  - 64% Vote
  - 24% Fund raising

#### 68% Employed

- 52% View job as a "career"
- 28% Professional occupation
- 18% Involved in business purchases of $1,000 or more
- 8% Top management

#### 69% Domestic travel in past 12 months

- 39% Foreign travel over past three years

#### 92% Involved in public activities

- 64% Vote
- 24% Fund raising

#### 46% Attended theatre/concert/dance

- 60% Dine out
- 50% Read books
- 33% Went to zoo or museum

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**Source:** GfK MRI Doublebase 2016
MTPR Sponsorship Schedules Are Customized For You With Care

One affordable price and one easy contract reach all of our listeners in western and central Montana.

Annual, campaign and event packages with our best pricing can include:

• On-air announcements
• Website Banners
• E-Newsletter
Montana Public Radio Sponsorship Rates

Effective 9/1/17

On-Air Announcement Rates – Per Announcement:
(15 seconds each)
- Weekday/Weekend News & Premium Shows: $56/each
- Weekday Morning Edition only: $60/each
- General Programming (Entertainment / Information): $35/each
- Best Program Available (News / Entertainment / Info): $40/each

On-Air and Digital Discount Packages:

Copper – Entry level for one to four shorter campaigns.
15% discount off normal rates.
Packages from $2,080 - $5,999
Example: $2,080 gross – you pay $1,768 net after discount.
(On-Air announcements only)

Bronze – For annual campaigns.
15% discount off normal rates.
Packages from $3,640 - $5,999.
(On-Air announcements only)

Silver
20% discount off normal rates.
Packages from $6,000 - $11,999
Example: $6,000 gross – you pay $4,800 net after discount.
Custom mix of On-Air – Website banner ads – E-Newsletter

Gold
25% discount off spot rates.
Packages of $12,000 or more.
Example: $12,000 gross – you pay $9,000 net after discount.
Custom mix of On-Air – Website banner ads – E-Newsletter

Digital – expand your reach!

Website Sponsor
(300w x 250h pixels)
Buy in monthly bundles of 10,000 views.
Two sponsors per page.
All bundles are run-of-site.
$140 per month.

E-Newsletter Sponsor
(300w x 250h pixels)
Your banner image with the tag line: “MTPR thanks this week’s email newsletter sponsor.”
Exclusive: One sponsor per week.
$150 per month.

Become a Proud Sponsor of Montana Public Radio
mtpr.org
Sponsor Announcements

- 15 seconds long (maximum 24 words after the name of the sponsor including your website)
- Follow FCC non-commercial radio guidelines
- Recorded at the station by our staff
- Updated as needed
- We help you create effective scripts
- More than one script can be rotated
The Right Message:

MTPR Sponsor Announcements

Example:

MTPR is supported by Montana Community Foundation, helping Montanans support their favorite charities and optimize their Montana state tax deductions. Information at M T C F dot org.

(21 words after the sponsor name)
Public radio advantages:

✓ Halo effect: The **Right People**. Your message is heard and appreciated. Montana Public Radio listeners prefer to work with sponsors.

✓ We can help you reach with them with the **Right message** – one that gets listener’s attention and helps them take action.

✓ We can help you reach listeners with an effective schedule – the **Right number** of times.
Become a Proud Sponsor of

Montana Public Radio

Let’s get started today!

Contact: Dave Dennis
Corporate Support Manager
Dave.Dennis@umontana.edu
406-243-4219