A Local Tradition

WUKY, 91.3 FM, is a community supported service of the University of Kentucky. Through our comprehensive, unbiased news coverage, unique musical offerings, and community partnerships, WUKY fosters civic development, celebrates our cultural diversity, and advances the mission of the University of Kentucky.

Our news comes from NPR, BBC, and our own award-winning newsroom. Our music is ROCK & ROOTS. Our specialty music shows encompass Women’s Music, Americana, Blues, World, Jazz and more. There’s humor, arts, and culture here, too.

1940
Began broadcasting as WBKY

1989
Became WUKY to reflect affiliation with the University of Kentucky

2007
Began broadcasting in HD, digital radio
Your business is likely to experience a “Halo Effect” when you create a partnership with WUKY.

That is, the goodwill that WUKY shares with our listeners will be transferred to you via association. This is because WUKY is a mission-driven, membership organization which the public sees as contributing to the local community—and you benefit from WUKY’s standing in the community.

71% Hold a more positive opinion of sponsors that support NPR

60% Agree NPR is selective about companies that sponsor its programming

70% Prefer to buy products or services from NPR sponsors
Listeners Connect with Public Radio

87%
Discuss content with friends, family and colleagues

86%
Consider public radio “personally important” to them

83%
Take action in response to something heard on NPR

Public Radio Halo Surpasses Commercial Radio

NPR Listeners vs. Commercial Radio Listeners

<table>
<thead>
<tr>
<th>Opinion</th>
<th>NPR (%)</th>
<th>Commercial (%)</th>
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<tbody>
<tr>
<td>The programming is personally important to me. If it went away, I would miss it.</td>
<td>86%</td>
<td>56%</td>
</tr>
<tr>
<td>My opinion of a company is MORE POSITIVE when I find out it supports/advertises</td>
<td>71%</td>
<td>27%</td>
</tr>
<tr>
<td>When price and quality are equal, I PREFER TO BUY from companies that sponsor programs on...</td>
<td>70%</td>
<td>25%</td>
</tr>
<tr>
<td>The station is SELECTIVE about the companies and products that can sponsor its programming</td>
<td>60%</td>
<td>29%</td>
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<tr>
<td>I pay attention to the sponsorship announcements/ads I hear</td>
<td>55%</td>
<td>37%</td>
</tr>
<tr>
<td>The businesses I hear on the station are MORE CREDIBLE than those I hear advertising on other radio stations</td>
<td>56%</td>
<td>26%</td>
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According to America’s Best and Top Ten, Lexington is the 9th most educated city in the United States with 39.2% of our population holding a college degree, beating out Oakland, San Diego, Charlotte, and Cincinnati.

Spring 2016 Media Audit data shows that 66.1% of WUKY listeners have a single or advanced college degree. Over 58,000 different adults over 18 years old in Central Kentucky listen to WUKY each week. Affluent, educated, and professional. That is our listener and your future customer!

<table>
<thead>
<tr>
<th></th>
<th>Male:</th>
<th>Female:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male Gender</td>
<td>71.4%*</td>
<td>28.6%*</td>
</tr>
<tr>
<td>College Degree</td>
<td>14.9%*</td>
<td>Advanced Degree</td>
</tr>
<tr>
<td>Median age 51 years old*</td>
<td>(87.2% are 25-64 years old)*</td>
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<tr>
<td>Median Income: $67,037*</td>
<td>(37.6% $100,000 +)*</td>
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<tr>
<td>Total Income: $1,137,988,250*</td>
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<tr>
<td>Median Home Value: $173,533*</td>
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</table>

* Source: Media Audit Spring 2016
WUKY is the #1 radio station* in the Lexington market in several significant categories:

- Affluent Baby Boomers (45-64; $100K+ income)
- Advanced College Degrees
- Plan to buy a Car/Van/Truck/SUV
- Plan to buy a Foreign Car/Van/Truck/SUV
- Visited Bar or Nightclub in last four weeks
- Participated in Lawn/Gardening in past 12 months
- Buy Green Regularly
- Attend Religious Services Regularly
- Plan to buy a Bed or Mattress in next 12 months
- Domestic Air Travel—Flew 3+ times in past year
- Domestic Air Travel—Flew 6+ times in past year
- Have an IRA/Keogh account
- Voted in Local, state or national election
- Considering Retirement Community within 5 years
- Read Ace Weekly, Chevy Chaser
- Read Lane Report
- Plan to Buy Smartphone in next 12 months

* Source: Media Audit Spring 2016
Sponsorship Guidelines

WUKY offers up to 15 seconds (35 words) of sponsorship air time to reach an affluent, well-educated audience with an informative, non-promotional message describing your business, its products, and/or services.

- All announcements must begin with a sponsor’s name or that of a subsidiary, operating division, or parent company
- May include location and duration of business
- May include non-promotional mentions of product lines or business (Co-op funds can be used)
- May include brand names, product, service listings that identify sponsor
- May include a business marketing slogan if well established and non-promotional
- May not include a “call to action”
- May not include comparative or promotional language
- May not include inducement to visit the sponsor’s place of business or to support the sponsor because they support WUKY

$50 Morning Drive, M-F 6am-10am
Afternoon Drive, M-F 4pm-7pm
Weekend Prime Time, Sat-Sun 10am-2pm

$25 NPR Noon News (name only), M-F

$35 All other programs

$30 Run of Schedule (ROS) Mon-Sun 6am-8pm

$400 Rotating website banner ad (per month)

$10 Add HD radio spot to any order

*All rates per spot and net to WUKY. Web ad dimensions 300 x 250 (desktop) & 320 x 50 (smartphone) to be supplied by sponsor. Web ad design available on request."