



KWBU FM 103.3

Public Radio for the Heart of Texas

Sponsor Information

September 1, 2017

103.3fm
kwbu.org

Bill Leek -- KWBU-FM 103.3
One Bear Place #97296
Waco, TX 76798
243-644-3307 (cell)
254-710-4472 (office)
William_Leek@baylor.edu

KWBU Covers the Heart of Texas!

*Your message has the potential to reach
over 240,000 people each week!*



Our Listeners are Your Customers

They listen!

Your message will be heard by 17,000 KWBU listeners. The median age of our listeners is 34. KWBU listeners reflect the two age groups most likely to spend money, the Millennials, and the 45 and older listeners who have raised their children and have more disposable income. KWBU listeners tune in on average six days per week, and are loyal to our sponsors --66% are more likely to solicit a business who supports public radio than those advertising on commercial radio.

They're smart!

71% of NPR listeners hold a Bachelor's degree, the United States average is 22%. KWBU listeners are four times more likely than the average U.S. adult to have a post graduate degree.

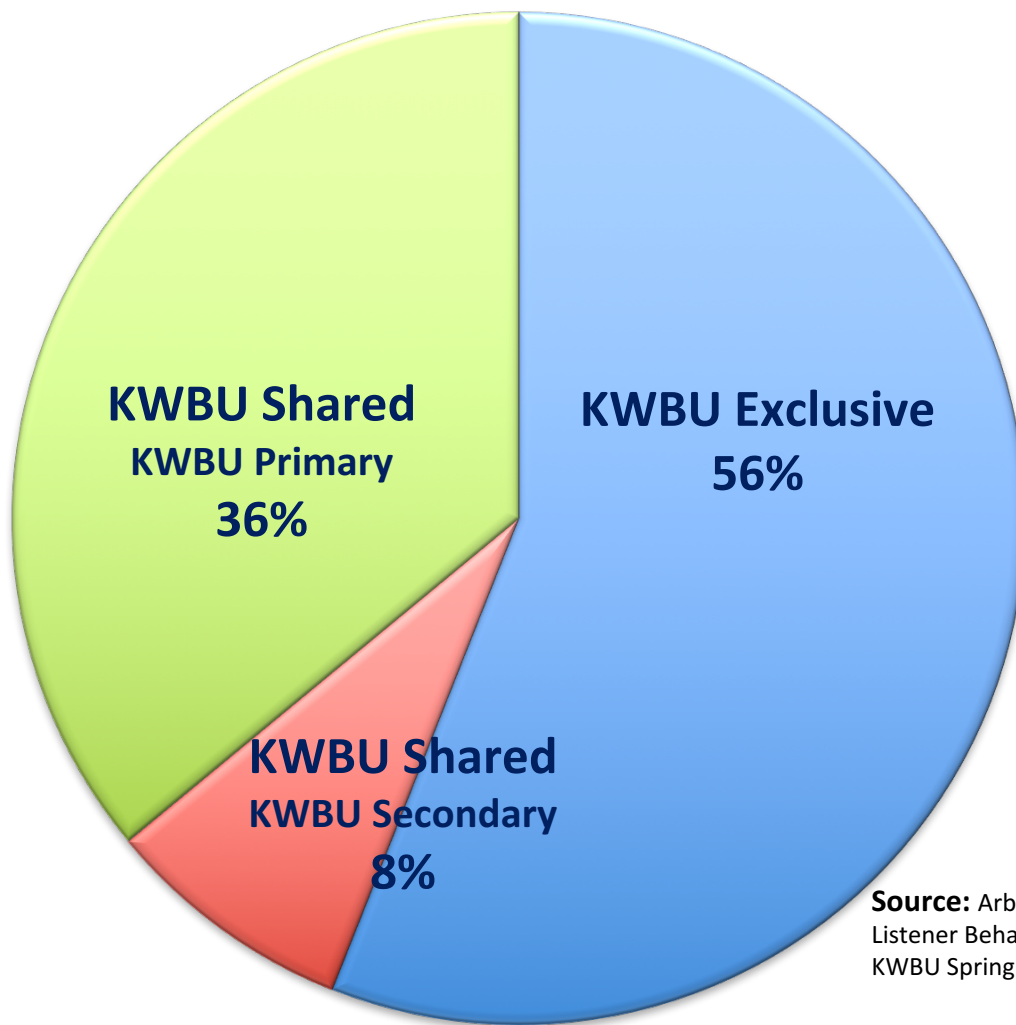
They make and spend money!

62% of NPR listeners make \$75,000 a year or more. 86% own homes, and they are twice as likely to have homes valued at \$500,000 or more than the average U.S. homeowner.

They work and they love what they do!

NPR listeners are three times likely to hold upper management positions, and are twice as likely to make B2B purchasing decisions. KWBU listeners think of their jobs as careers.

KWBU Listeners – Spring 2016



Source: Arbitron Diary Data Inc.
Listener Behavior Report for
KWBU Spring 2016.

Top 50 Brands Relevance Index - 2016

Prophet Brand Relevance Index

The Top 50 Brands

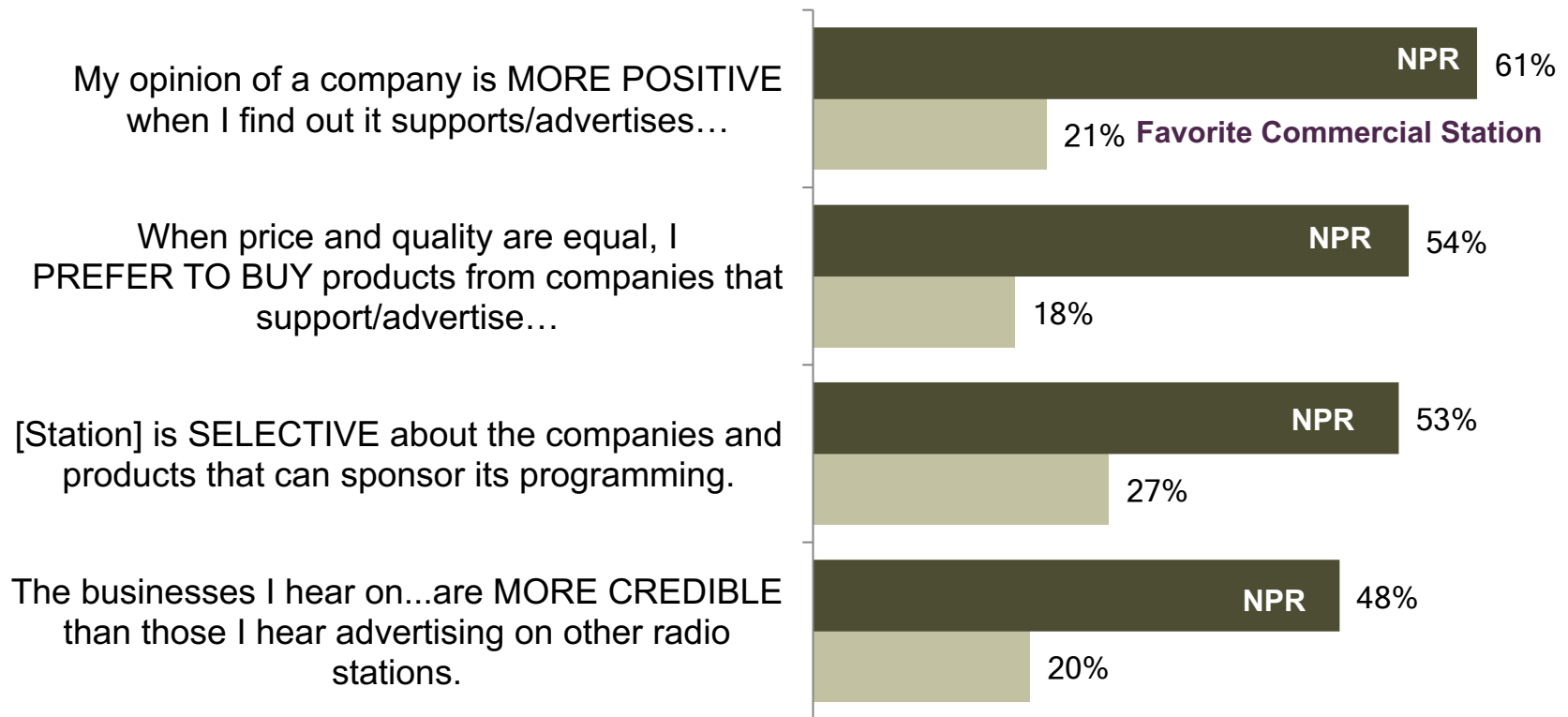
Following are the top 50 most relevant brands ranked by U.S. consumers. The brands were selected for inclusion in the survey based on contribution to U.S. households.

1 	2 amazon	3 	4 NETFLIX	5 Google	6 SAMSUNG	7 	8 	9 PIXAR	10 SEPHORA
11 pandora®	12  PlayStation	13 Disney	14 SONY	15 KitchenAid	16  Microsoft	17 	18 	19 Dove	20 YouTube
21 	22 	23 Etsy	24 L'ORÉAL	25 MAC	26 	27 	28 Fisher-Price	29 	30 COSTCO WHOLESALE
31 HONDA The Power of Dreams	32 BAND-AID	33 KEURIG	34  LG Life's Good	35 	36 	37 	38  TOYOTA	39 	40 intuit TurboTax ✓
41 Crest	42 HERSHEY'S	43  VICTORIA'S SECRET	44 npr	45  Adobe	46 	47 Ziploc	48  XBOX	49 VISA	50 

Public Radio Halo Surpasses Commercial Radio


% Agree with Statements

about NPR (among listeners) or Favorite Commercial Station (among non-NPR listeners)



- Source: Lightspeed Research, NPR Sponsorship Survey, November 2013. % saying "agree" or "strongly agree".
NPR ratings among weekly Morning Edition/All Things Considered listeners, n=500.
Commercial ratings among non-NPR Listeners who named a radio station they listen to most often, n=388

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12AM							
2AM							
4AM							
6AM	MORNING EDITION						
8AM							
9AM							
12PM	TEXAS STANDARD — 12:00 to 1:00 pm						
2PM							
4PM	ALL THINGS CONSIDERED						
6PM							
7PM							
8PM							

 **Prime
Time
\$35**

 **Other
Times
\$19**

All rates are net to KWBU.

. **NOTE:** Minimum order \$1,000.00

On-Air Copy Guidelines

We will work with you to create an underwriting announcement that both meets your needs and adheres to FCC guidelines for public radio copy.

Messages are :15 in length, read by KWBU talent, and begin with “Today’s programming is underwritten in part by...” **Example:** *Today’s programming is underwritten in part by the One Two Three Company, providing water delivery to Waco businesses and families for more than two decades. Information at Waco Water dot com.*

Messages may contain:

- Business address, phone number, web URL, Facebook or Twitter reference
- Event dates/locations
- Brand or trade names and no more than 3 – 4 product/service listings
- Established corporate slogans – preferably not promotional
- Non-promotional description of funder’s goods and services
- Years in business, organization’s mission

FCC rules prohibit:

- Qualitative, comparative, subjective or superlative language
- Calls to action
- Information on price, interest rates, value, “on sale” pricing or other savings
- Inducement language referring to rewards programs, warranties, vehicle donation programs, holiday mentions related to product sales, sole source/exclusive dealer/”only”/”first”
- Language that expresses a view about a matter of public importance or interest
- Awards, favorable reviews, endorsements, testimonials, comparisons, health claims, board certifications, financial claims, secondary sponsorships

The underwriter’s message should seamlessly fit into our non-commercial flow of information and entertainment.

Put KWBU to Work for You Today!

Your message will reach 17,000 highly-educated business professionals with disposable incomes who faithfully tune into KWBU every single week



***That's the equivalent
of a sold-out
Ferrell Center Arena
With a long line
out the door!***

103.3 fm
kwbu.org

Arbitron Diary Data from RRC Online Fall 2015

Bill Leek
KWBU-FM 103.3
243-644-3307 (cell)
254-710-4472 (office)
William_Leek@baylor.edu