



KTEP
PUBLIC MEDIA

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RADIO STATION INFORMATION & RATE CARD

EFFECTIVE JULY 31, 2024

KTEP's aims is to increase knowledge of the world, appreciation of the arts, and understanding of the human condition.



KTEP IS EL PASO'S ONLY PUBLIC RADIO STATION

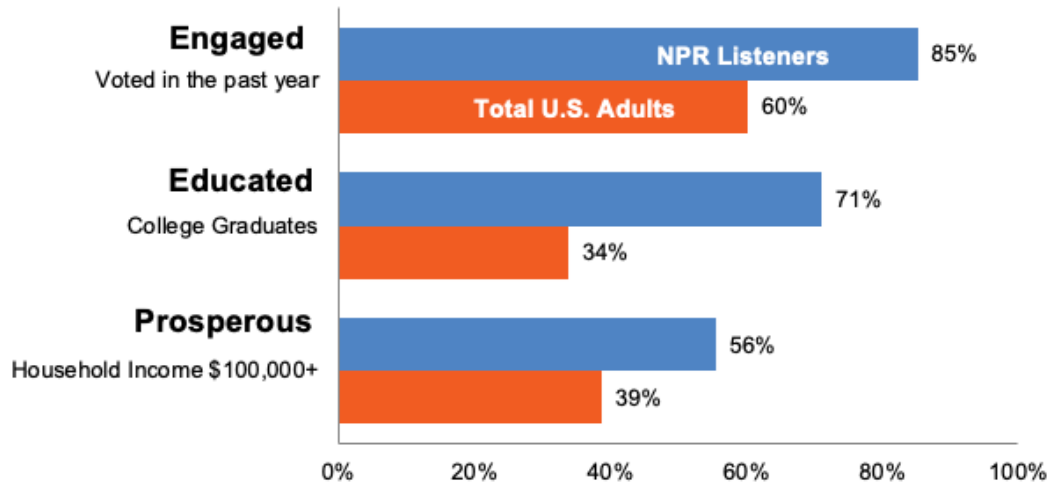
KTEP at 88.5 FM is one of area's longest continuously running radio stations. Broadcasting for over 60 years, KTEP covers the greater El Paso area and Southern New Mexico with educational, cultural and news/information programming. Moreover, KTEP is El Paso's only source for jazz and classical music!

No other radio station (commercial or public) in El Paso carries award winning **NPR® programming**. KTEP also features programming from other prestigious and highly listened to networks such as **American Public Radio** and **WFMT**. Blending perfectly with our aesthetically pleasing jazz and classical music programming, KTEP offers El Paso's only true alternative for the radio listener.

THE VALUE OF THE NPR AUDIENCE



Compared To The U.S Population A Whole, NPR Listeners Are...



Other attributes that define the NPR audience:

Curious about the world around them—

27% more likely than the broader population to own a passport, and
13% more likely to like to learn about foreign cultures

Influential in business—

43% more likely to be the president of a company, and twice as likely
to work in top management

Planning for the future—

86% more likely to own at least \$250,000 in investments, 82% more
likely to use a financial planner

Base: Adults 18+ who listen to an NPR News Station

Source: MRI-Simmons Doublebase Fall 2021



KTEP NEWS AUDIENCE PROFILE



KTEP
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NPR attracts an audience distinguished by its educational excellence and professional success. Listeners are choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 51% Men**
49% Women
- 42% Aged 25 to 54**
15% Aged 18 to 34
50% Aged 35 to 64
- 67% College degree or beyond**
37% Post graduate degree
- 82% HHI \$50,000+**
68% HHI \$75,000+
Median HHI: \$106,000
- 59% Married**
23% Never married
- 58% Employed**
44% View job as a "career"
24% Professional occupation
12% Involved in business purchases of \$1,000 or more
6% Top management

Lifestyles*

- 94% Public activities**
83% Vote
17% Fund raising
- 60% Consider themselves somewhat or very liberal**
15% Somewhat/Very conservative
25% Middle of the road
- 29% Theatre/concert/dance attendance**
58% Dine out
54% Read books
25% Went to zoo or museum
- 65% Regular fitness program**
44% Walk for exercise
16% Swim
- 47% Have any financial investments**
23% Own stock mutual funds
18% Own common stocks
- 94% Own a smartphone**
43% Used a news app on phone
55% Used a banking/finance app
- 61% Domestic travel in past 12 months**
44% Foreign travel over past three years

*READS: More than half (51%) of NPR-CPB listeners are men.
BASE: Adults 18+ who listen to a public radio station.
SOURCE: MRI-Simmons Doublebase Fall 2021
past year activities.



KTEP JAZZ & CLASSICAL AUDIENCE PROFILE



Classical Audience

Demographics

- 51% Women**
49% Men
- 28% Aged 25 to 54**
10% Aged 18 to 34
39% Aged 35 to 64
- 69% College degree or beyond**
42% Post graduate degree
- 84% HHI \$50,000+**
67% HHI \$75,000+
Median HHI: \$100,400
- 60% Married**
18% Never married
- 48% Employed**
36% View job as a "career"
23% Professional occupation
8% Involved in business purchases of \$1,000+ each year
4% Work in top management

Lifestyles*

- 94% Public activities**
82% Vote
13% Fund raising
- 54% Consider themselves somewhat or very liberal**
22% Somewhat/Very conservative
24% Middle of the road
- 24% Theatre/concert/dance attendance**
56% Dine out
58% Read books
23% Went to zoo or museum
- 62% Regular fitness program**
47% Walk for exercise
15% Swim
- 50% Have any financial investments**
27% Own stock mutual funds
22% Own common stocks
- 90% Owns smartphone**
40% Used a news app on phone
45% Used a banking/finance app

Jazz Audience

Demographics

- 52% Men**
48% Women
- 34% Aged 25 to 54**
13% Aged 18 to 34
46% Aged 35 to 64
- 28% Black/African American**
62% White
- 50% College degree or beyond**
26% Post graduate degree
- 72% HHI \$50,000+**
55% HHI \$75,000+
Median HHI: \$84,600
- 49% Married**
29% Never married
- 48% Employed**
36% View job as a "career"
18% Professional occupation
8% Involved in business purchases of \$1,000+ each year

Lifestyles*

- 89% Public activities**
75% Vote
15% Fund raising
- 51% Consider themselves somewhat or very liberal**
19% Somewhat/Very conservative
30% Middle of the road
- 24% Theatre/concert/dance attendance**
50% Dine out
45% Read books
23% Went to zoo or museum
- 62% Regular fitness program**
38% Walk for exercise
16% Weightlifting
- 40% Have any financial investments**
19% Own stock mutual funds
17% Own common stocks
- 93% Own a smartphone**
36% Used a news app on phone
51% Used a banking/finance app

KTEP UNDERWRITING RATES



SCHEDULE A

\$60/per 15 sec. on-air mention

SCHEDULE B

\$50/per 15 sec. on-air mention

SCHEDULE C

\$40/per 15 sec. on-air mention

SCHEDULE A

Monday - Saturday

6 AM-9PM Morning Edition, Weekend Edition

Monday - Friday

9AM-10AM (Texas Standard)

Monday - Friday

12 Noon-1PM (Fresh Air)

Monday - Friday

4PM-7PM (All Things Considered)

SCHEDULE B

Monday - Friday

10AM-12 Noon

Monday - Friday

1PM-4PM

Monday - Friday

7PM-8PM (Performance Today)

Friday

10:30pm-1am (Friday Night Blues)

Saturday

9AM-4PM

Saturday

4PM-5PM (Weekend All Things Considered)

Saturday

5PM-6PM (TED Radio Hour)

Saturday

6PM-9PM (Folk Fury)

Sunday

7AM-9AM (Best of Gospel)

Sunday

9AM-11AM (Weekend Edition)

Monday - Friday

10AM-3PM (NPR Top of the Hour News)

SCHEDULE C

Saturday

9PM-5AM

Sunday

5AM-7AM

Sunday

11AM-12 Midnight

Monday - Sunday

8PM-1AM excluding Friday Night Blues & FolkFury

TERMS & CONDITIONS

All prices are based on 30 day billing cycle. All prices are net to the station.

KTEP does not accept paid political announcements. KTEP reserves the right to refuse underwriting from PACs (Political Action Committees), political organizations, individuals and other organizations on topics dealing with legislation, legislative issues, government actions, political platforms, etc. Moreover, KTEP reserves the right to refuse any underwriting it deems as not in the best interest of the station and/or its licensee or to terminate an underwriting contract at any time.

KTEP WEBSITE PROMOS RATES



- As of January 2024, the website is averaging 5.2 K views per week.
- Has on average of 53 s engagement time.
- The most visited page on the website was the homepage.



Leaderboard

\$525 - per 30 days



728 px

Inside of the NPR platform, add spaces are referred to as *Promos*. The leaderboard promo shows up on the the homepage at the top.

Large Rectangle

\$375 - per 30 days



336 px

Inside of the NPR platform, add spaces are referred to as *Promos*. The Large Rectangle shows up on the the homepage at right side of the screen. Occupying 30% of the screen, this promo can appear on the homepage and Local Programing Sections

