



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!

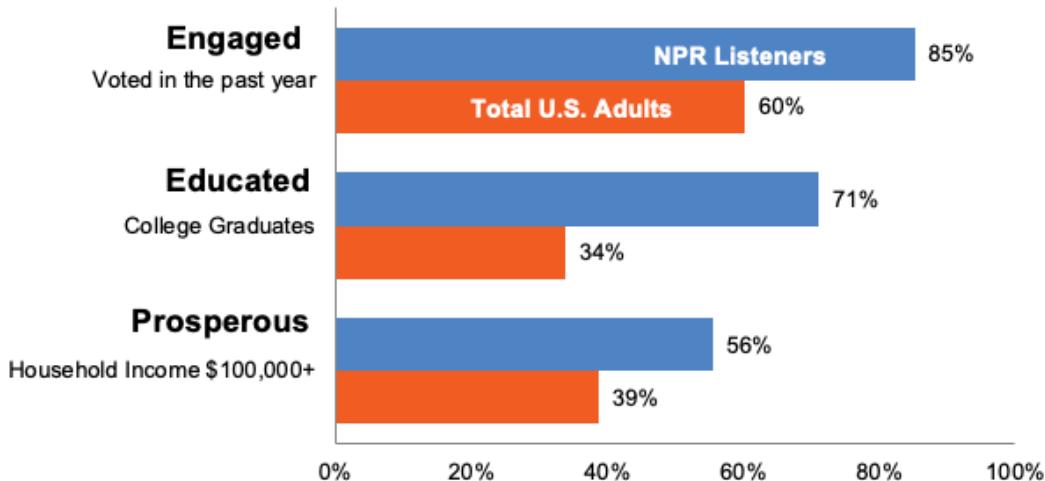
No other radio station (commercial or public) in El Paso carries award winning **NPR®** programming. KTEP also features programming from other prestigious and highly listened to networks such as American Public Radio and WFMT. Blending perfectly with our aesthetically pleasing jazz and classical music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

THE VALUE OF THE NPR AUDIENCE



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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



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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



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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 & Folk Fury

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 an average of 53 s engagement time.
- The most visited page on the website was the homepage.

The screenshot shows the KTEP website homepage. At the top, there is a navigation bar with links for 'LISTEN', 'PROGRAMS', 'NEWS', 'MUSIC', 'SUPPORT', 'ABOUT', 'SCHEDULE', and 'COMMUNITY CALENDAR'. Below the navigation bar, there is a section titled 'MIDDLE EAST COVERAGE' with the subtext 'The Latest Coverage from the Middle East Conflict'. This section features three images: a colorful, abstract sculpture, a man in a traditional Middle Eastern headscarf, and a woman in a dark dress. Below this section, there are several news articles with images and titles. One article is titled 'How social media algorithms 'flatten' our culture by making decisions for us' (January 17, 2024). Another is titled 'What Palestinians in Gaza may fear even more than Israeli bombardment' (January 17, 2024). A third is titled 'How Margaret Mead's research into utopias helped usher in the psychedelic era' (January 16, 2024). At the bottom of the page, there are more news articles, including '6 takeaways from the return of the Emmys' (January 15, 2024), 'Iowa Republicans will use an app to transmit caucus results. Sound familiar?' (January 15, 2024), and 'With 'Origin', Ava DuVernay illuminates America's racial caste system' (January 15, 2024).

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 homepage at the top.

The screenshot shows the KTEP website homepage. At the top, there is a navigation bar with links for 'LISTEN', 'PROGRAMS', 'NEWS', 'MUSIC', 'SUPPORT', 'ABOUT', 'SCHEDULE', and 'COMMUNITY CALENDAR'. Below the navigation bar, there is a section titled 'Community Calendar' with a subtext 'Community Calendar'. This section features a graphic with a heart and hands. Below this section, there are several news articles with images and titles. One article is titled 'Family held at gunpoint by DPS in mistaken Operation Lone Star stop, El Pasanos say' (Angela Kocherga / KTEP News, December 22, 2023). Another is titled 'Human rights groups and El Paso County file lawsuit to stop SB 4' (Aaron J. Motes, December 20, 2023). A third is titled 'El Paso County Commissioners voted unanimously to join the American Civil Liberties Union of Texas in a lawsuit challenging Senate Bill 4, which would make illegal entry a state crime.' Below these articles, there are more news sections, including 'Words on a Wire' featuring 'Alma Garcia' (Daniel Chacon, January 14, 2024) and 'FRESH AIR with TERRY GROSS'.

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 homepage at right side of the screen. Occupying 30% of the screen, this promo can appear on the homepage and Local Programming Sections.