



KSJD Dry Land Community Radio  
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## Why Should I Market on KSJD?

One of the most important aspects of marketing any business is to maintain your image. Underwriting on KSJD places you, your product or service in a unique position by clearly separating your name from the clutter inherent in commercial advertising. Just as you, the underwriter, support KSJD, our loyal listeners will support you.

Specifically, three in four listeners (74%) say that their opinion of a company is more positive when they learn that it sponsors public radio. Two in three believe the social and cultural values of sponsors usually fit closely with their own values.

Just as important, Public Radio halo effect continues to drive purchase preference and direct action. When price and quality are equal, two-thirds of listeners agree they prefer to do business with public radio sponsors.

Moreover, 85% of listeners have taken direct action based on past sponsorship credits. In particular, listeners are most likely to visit sponsors' websites, consider new products, and/or engage in cultural events or activities as a result of sponsorship announcements. NPR's halo extends to digital platforms as well: Users of NPR's website, podcasts, and iPhone news app all express similar levels of preference for buying from corporate sponsors.

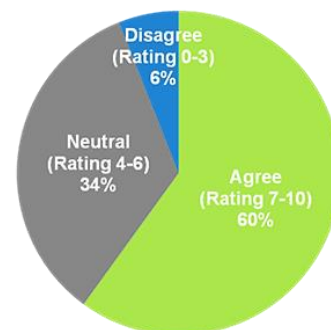
This phenomenon—known as the **“halo effect”**—is a benefit enjoyed exclusively by those businesses who have established a partnership with public radio. At KSJD Community Radio, we enjoy the support of over 650 member households who generously donate their hard-earned money to the station each year because they value our diverse, informative, entertaining programming brought to you in an uncluttered, non-commercial environment.

An association with KSJD identifies your business as a civic and community-minded organization with an interest in the public that goes beyond simply selling a product or service.

Public Radio Listeners commonly describe the sponsors they hear on public radio as:

- Smart marketers
- Low-key
- A “different tone”
- Giving back
- Unobtrusive
- Public information
- Community-focused
- Supporters
- Forward-leaning
- Kindred spirits

Most listeners agree that their opinion of a company is more positive when they find out it supports public radio:



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