Corporate sponsorship is a natural progression for Business Circle Members who seek greater notoriety and more marketing benefits. Sponsorship plans crafted especially for Business Circle Members provide latitude for growth.

- **Customized 15-second messaging of your own.** You can make a branding statement that highlights your products or services and include your website to drive traffic. KUT and KUTX corporate support experts consult with you to learn your marketing goals and collaborate to write your message.

- **A minimum of 20 messages monthly for a year.** Consistent messaging over time keeps your business top-of-mind when listeners are shopping for your products or services.

- **Broad reach.** With messages airing throughout the day and year, you increase your exposure to more KUT and KUTX fans. Welcome new and different ears into your orbit.

### EXPAND YOUR CIRCLE SPONSORSHIP PLANS

Effective radio campaigns reach a significant portion of the station's audience enough times to build message recall and elicit response. While plans can be customized further, the following five options provide a solid foundation for your first expansion from Business Circle Membership to sponsorship.

---

**KEY RADIO CAMPAIGN DEFINITIONS**

**REACH**
The minimum number of individual listeners that will hear your message at least once during the campaign.

**FREQUENCY**
Average number of times that each listener will hear your message. Generally, listeners must hear a message a minimum of three times before they remember it and respond to it.

**GROSS IMPRESSIONS**
The total number of times the message is heard, including duplication. For example, if a schedule reaches 100,000 people, each an average of 3 times, the gross impressions equal 300,000.
## KUTX ONLY | $6K ANNUAL

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Time</th>
<th>Rotators</th>
<th>Frequency</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-SU</td>
<td>6A-7P</td>
<td>Prime Rotators</td>
<td>8x :15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7P-12A</td>
<td>Evening Rotators</td>
<td>8x :15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6A-12A</td>
<td>Bonus Broad Rotators</td>
<td>4x :15</td>
<td></td>
</tr>
</tbody>
</table>

- Prime Rotators: 8x :15 (4x/wk, 2 wks)
- Evening Rotators: 8x :15 (4x/wk, 2 wks)
- Bonus Broad Rotators: 4x :15 (2x/wk, 2 wks)

**REACH**
- 179,900 Adults 18+

**FREQUENCY**
- 4.3

**GROSS IMPRESSIONS**
- 772,800

**$500/MONTH**
**$6,000 ANNUAL SPONSORSHIP**

---

**ARE YOU SPONSORSHIP-CURIOSOUS?**

Let’s discuss your goals and sponsorship plan interest.

**Pamela Power**  
Director, Sponsorship Sales  
512-471-8222 | ppower@kut.org
KUT ONLY | $9K ANNUAL

- M-SU 5A-8P Prime Rotators 6x :15 (3x/wk, 2 wks)
- M-SU 8P-12A Evening Rotators 10x :15 (5x/wk, 2 wks)
- M-SU 5A-12A Bonus Broad Rotators 4x :15 (2x/wk, 2 wks)

240 :15 sponsor messages 20x/month

REACH
242,700 Adults 18+

FREQUENCY
3.4

GROSS IMPRESSIONS
816,000

$750/MONTH

$9,000 ANNUAL SPONSORSHIP

ARE YOU SPONSORSHIP-CURIOUS?
Let’s discuss your goals and sponsorship plan interest.

Pamela Power
Director, Sponsorship Sales
512-471-8222 | ppower@kut.org
KUT/KUTX COMBO | $9K ANNUAL

KUT
M-SU  5A-8P  Prime Rotators  4x :15 (1 wk)
M-SU  8P-12A  Evening Rotators  4x :15 (1 wk)
M-SU  5A-12A  Bonus Broad Rotators  2x :15 (1 wk)

KUTX
M-SU  6A-7P  Prime Rotators  6x :15 (3x/wk, 2 wks)
M-SU  7P-12A  Evening Rotators  5x :15 (2-3x/wk, 2 wks)
M-SU  6A-12A  Bonus Broad Rotators  4x :15 (2x/wk, 2 wks)

300 :15 sponsor messages 25x/month

REACH
358,500 Adults 18+

FREQUENCY
3.0

GROSS IMPRESSIONS
1,080,000

$750/MONTH
$9,000 ANNUAL SPONSORSHIP

ARE YOU SPONSORSHIP-CURIOUS?
Let’s discuss your goals and sponsorship plan interest.

Pamela Power
Director, Sponsorship Sales
512-471-8222 | ppower@kut.org

Source: Nielsen
Feb 22-Mar 23
12 month average
KUT/KUTX COMBO | $12K ANNUAL

KUT
M-SU  5A-8P  Prime Rotators  6x :15  (3x/wk, 2 wks)
M-SU  8P-12A  Evening Rotators  6x :15  (3x/wk, 2 wks)
M-SU  5A-12A  Bonus Broad Rotators  6x :15  (3x/wk, 2 wks)

KUTX
M-SU  6A-7P  Prime Rotators  6x :15  (3x/wk, 2 wks)
M-SU  7P-12A  Evening Rotators  4x :15  (2x/wk, 2 wks)
M-SU  6A-12A  Bonus Broad Rotators  8x :15  (4x/wk, 2 wks)

432 :15 sponsor messages 36x/month
REACH  405,500 Adults 18+
FREQUENCY  4.1
GROSS IMPRESSIONS  1,670,400

ARE YOU SPONSORSHIP-CURIOUS?
Let’s discuss your goals and sponsorship plan interest.

Pamela Power
Director, Sponsorship Sales
512-471-8222 | ppower@kut.org

CIRCLE OF INFLUENCE
# KUT/KUTX COMBO | $18K ANNUAL

## KUT

<table>
<thead>
<tr>
<th>Time</th>
<th>Type</th>
<th>Rotators</th>
<th>Messages</th>
<th>Frequency</th>
<th>Gross Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-SU 5A-8P</td>
<td>Prime Rotators</td>
<td>10x :15</td>
<td>(5x/wk, 2 wks)</td>
<td>(5x/wk, 2 wks)</td>
<td>2383200</td>
</tr>
<tr>
<td>M-SU 8P-12A</td>
<td>Evening Rotators</td>
<td>8x :15</td>
<td>(4x/wk, 2 wks)</td>
<td>(4x/wk, 2 wks)</td>
<td>2383200</td>
</tr>
<tr>
<td>M-SU 5A-12A</td>
<td>Bonus Broad Rotators</td>
<td>6x :15</td>
<td>(3x/wk, 2 wks)</td>
<td>(3x/wk, 2 wks)</td>
<td>2383200</td>
</tr>
<tr>
<td>SA-SU 5A-12A</td>
<td>Bonus Broad Rotators</td>
<td>4x :15</td>
<td>(2x/wk, 2 wks)</td>
<td>(2x/wk, 2 wks)</td>
<td>2383200</td>
</tr>
</tbody>
</table>

## KUTX

<table>
<thead>
<tr>
<th>Time</th>
<th>Type</th>
<th>Rotators</th>
<th>Messages</th>
<th>Frequency</th>
<th>Gross Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-SU 6A-7P</td>
<td>Prime Rotators</td>
<td>6x :15</td>
<td>(3x/wk, 2 wks)</td>
<td>(3x/wk, 2 wks)</td>
<td>2383200</td>
</tr>
<tr>
<td>M-SU 7P-12A</td>
<td>Evening Rotators</td>
<td>10x :15</td>
<td>(5x/wk, 2 wks)</td>
<td>(5x/wk, 2 wks)</td>
<td>2383200</td>
</tr>
<tr>
<td>M-SU 6A-12A</td>
<td>Bonus Broad Rotators</td>
<td>8x :15</td>
<td>(4x/wk, 2 wks)</td>
<td>(4x/wk, 2 wks)</td>
<td>2383200</td>
</tr>
<tr>
<td>SA-SU 6A-12A</td>
<td>Bonus Broad Rotators</td>
<td>4x :15</td>
<td>(2x/wk, 2 wks)</td>
<td>(2x/wk, 2 wks)</td>
<td>2383200</td>
</tr>
</tbody>
</table>

### Reach
- 436,900 Adults 18+

### Frequency
- 5.5

### Gross Impressions
- 2,383,200

### Monthly Cost
- $1,500

### Annual Cost
- $18,000

---

**Are you sponsorship-curious?**

Let’s discuss your goals and sponsorship plan interest.

**Pamela Power**

Director, Sponsorship Sales

512-471-8222 | ppower@kut.org

---

Source: Nielsen
Feb 22-Mar 23
12 month average