

With the power of
public radio,
YOU ARE HERE.

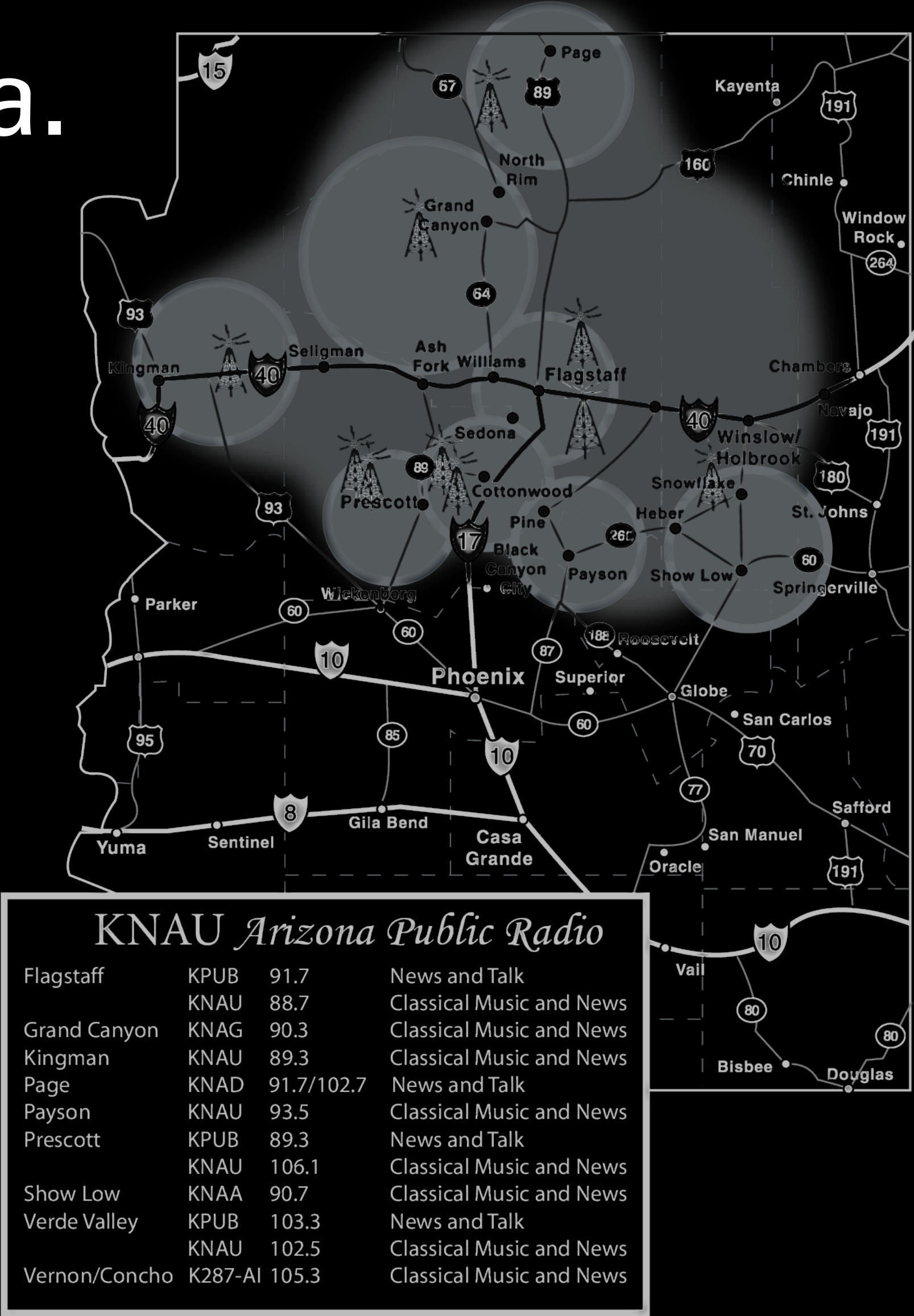


Knau
Arizona Public Radio

A public service of **NAU** NORTHERN ARIZONA UNIVERSITY

KNAU is Northern Arizona.

- Two stations of programming serve nearly the entire northern half of Arizona, including Native American Reservations.
 - NPR News & Talk
 - NPR News & Classical Music





With Arizona Public Radio, YOUR MOST-COVETED DEMOGRAPHICS ARE HERE.

- **Affluent** (41% higher household income)
- **Community-Minded** (85% voted in 2020)
- **Educated** (70% have at least a bachelor's degree; 3x more likely to hold a graduate degree)
- **Influential** (3x as likely than the average adult to be influential (one who participates in public activities that demonstrate uncommon engagement with their community))
- **Inquisitive** (92% consider continued learning "very important" and 87% say the same about wanting to explore and try new things.)

*Source: MRI-Simmons Doublebase Fall 2023. Base: Total U.S. Adults



Share in the NPR/KNAU **Halo Effect** of
trust, respect and loyalty...

Your customers do
more than just
listen...they buy!
...and they become loyal to
your business.



84%

of NPR listeners
take action in
response to
something heard
on NPR



72%

of listeners hold a
more positive
opinion of
companies that
support NPR



68%

of NPR listeners prefer
to do business with
companies that
support NPR

YOU'LL BE IN GOOD COMPANY:

Across northern Arizona, these are some of KNAU's most loyal and longest-running underwriters:

AARP of Arizona	Mangum, Wall, Stoops & Warden, PLCC
Americana Motor Hotel	Mark Frank- Edward Jones
Arizona Raft Adventures	Massage Envy
Brandy's Restaurant and Cafe	Mortar & Pestle
Chamber Music Sedona	Mountain View Pediatrics
City of Flagstaff	Museum of Northern Arizona
Coalition for Compassion & Justice	Natural History Institute
Coconino Community College	Nina Mason Pulliam Trust
Coconino County	Northern Arizona Healthcare
Eye and Laser Center	Oak Creek Small Animal Clinic
Flagstaff Hypnotherapy	Peregrine Book Company
Flagstaff Symphony Orchestra	Pizzicletta
Flagstaff Unified School District	Plastic Surgeons of Northern Arizona
Findlay Auto Group	Richard Sanchez – State Farm
Fratelli Pizza	Rooftop Solar
Gold Wolff Jewelers	Sedona Beer Co.
Grand Canyon Conservancy	Sedona Heritage Museum
Grand Canyon Trust	SWCA
Greenhouse Productions	Tesano Contracting
Haven Montessori School	The Lookout
Heath's Paint Center	Up the Creek Bistro
Josephine's Bistro	Yavapai College
La Posada Hotel	
Larson Rehabilitation	

*more underwriters at www.knau.org





Clutter-Free Environment **KEEPS AUDIENCES ENGAGED**

- Underwriting differs from commercial advertising in both sound and spirit.
- Informational, not promotional.

**SPONSOR MESSAGES
STAND OUT IN AN
UNCLUTTERED
ENVIRONMENT**

Digital Opportunities

- KNAU's on-air programming can also be streamed online and via our mobile applications, accessible anytime and anywhere!

e-News Feature


The screenshot shows the 'KNAU Insider' e-news feature. At the top are the logos for Northern Arizona University and KNAU. Below is the title 'KNAU Insider' and the date 'November 13, 2022'. A line of text reads 'This week's Insider is brought to you by:' followed by a large placeholder '(YOUR LOGO HERE)'. The main content area features three articles: 'ADOT touts new statewide electric vehicle charging plan' with a photo of a charging station, 'PoetrySnaps! Danielle Dubrasky: Your treasures are marbles' with a photo of a woman, and 'Earth Notes: Lost Apples' with a photo of a box of apples. Each article includes a brief summary and a link to 'More at KNAU.org'.

~ 6,000 Subscribers

KNAU Homepage Web Tile

The screenshot shows a section of the KNAU website homepage. It features a header with the KNAU logo and navigation links. Below the header is a 'Latest Local News' section with three main tiles. The first tile is for 'PoetrySnaps! Danielle Dubrasky: Your treasures are marbles' with a photo of Danielle Dubrasky. The second tile is for 'State lawmakers urge Ducey to lift school spending cap' with a photo of a building. The third tile is for 'Lee Born's Weather' with a photo of a weather forecast. Below these are smaller tiles for 'SR 67 to Grand Canyon North Rim closed for winter' and 'ACLU sues city of Phoenix to stop sweeps of homeless camp'. At the bottom right is a 'Featured Business Partner' section with a placeholder '(YOUR LOGO HERE)'.

~ 40,000 Monthly Visitors

A dramatic landscape photograph of a desert canyon. In the foreground, there are rugged, reddish-brown rock formations. In the middle ground, a large, flat-topped mesa stands prominently. In the background, a vast body of water, likely a reservoir, stretches across the valley. The sky is filled with large, white and grey clouds, with some sunlight breaking through, creating a high-contrast scene.

Award-winning news and entertainment

- KNAU is committed to serving northern Arizona by bringing you music, entertainment and stories impacting our region – local, fact-based journalism distinguished by its depth and integrity.
- We have a 40-year tradition of producing award-winning local journalism. Our reporters are committed to in-depth reporting on the people and issues that matter to our communities.



a public service of
NAU NORTHERN ARIZONA UNIVERSITY

Enhance your business today by
contacting:

Carrie Bieging, Underwriting Manager
Carrie.Bieging@nau.edu

Robyn Cedillos, Underwriting Manager
Robyn.Cedillos@nau.edu

