Why Sponsor KSMU?

In the public information industry, KSMU has earned the trust of our audience and supporters over the years by being transparent and never forgetting our role is to serve the public. NPR listeners and sponsors deem public radio a trusted and valued institution.

Public Radio Leads the Way in Access and Discovery*

Percentage who frequently use each source for news/information
- NPR/Public Radio – on any device – 74%
- Newspaper (print or online) – 67%
- Television – 53%
- News websites via computer/laptop – 50%
- Mobile news apps on smartphone/tablet – 37%
- Email newsletter – 29%
- Social media (Facebook, Twitter, etc.) – 26%
- AM/FM (other than NPR/Public Radio) – on any device – 20%
- Podcasts/on-demand audio – 16%
- Push notifications on mobile – 15%

Main Reasons for Listening to Public Radio*

Among those who listen to AM/FM radio, percentage who say this is the main reason they listen to public radio
- More credible & objective programming – 76%
- To be informed about the news – 71%
- Enjoy learning new things – 70%
- Deeper news perspective – 68%
- Respects my intelligence – 67%
- Balanced perspectives – 64%

The NPR Audience is Uniquely Loyal and Engaged.**

- 82% of listeners have been moved to take action in response to something heard on NPR.
- 80% of listeners consider NPR programming “personally important” to them.
- 73% of NPR listeners hold a more positive opinion of companies that support NPR.
- 70% of listeners agree that, when price and quality are equal, they prefer to buy products from businesses that support public radio.

"KSMU listeners really care about local businesses. I find when someone hears our message they’re more prone to support us. It’s a great value for us."

Lauren Brown,
Co-owner, Neighbor’s Mill Bakery & Cafe

*Jacobs Media, Public Radio TechSurvey 2019
**Kantar, NPR State of Sponsorship Survey, April 2021
KSMU Listeners & Supporters

Age

- 18-34
- 35-54
- 55-64
- 65+

Household Income

- <$25K
- $25-50K
- $50-74K
- $75K +

Gender

- 48% Female
- 52% Male

Education

- High School
- Some College
- College Degree or More

Underwriters & Friends

- All About Trees
- Bambino’s Cafe
- Carnahan, Evans, Cantwell & Brown
- Central Bank/Central Trust Company
- Citizens Memorial Hospital
- City of Springfield Environmental Services
- Classic Wood Floors/Smith Flooring
- Community Foundation of the Ozarks
- CoxHealth
- Crystal Bridges Musuem
- Dawt Mill
- Doe’s Eat Place
- Gillioz Theatre
- House of Flowers
- Kaleidoscope
- Larson & Miller Injury Law
- MaMa Jeans
- Mattax Neu Prater Eye Center
- Mid-Missouri Bank
- Missouri State University
- Neighbor’s Mill Bakery & Cafe
- Quantum Fiber
- S & H Farm Supply
- Springfield Airport
- Sunbelt Environmental Services/Sunbelt Solar
- Synergy Recovery & Counseling Center
- Waverly House Gifts & Gallery
- Wild Birds Unlimited
- Zenith Climbing Center
- And many more!

Coverage Map

Sense of Community Partners are listed in bold.

For a complete listing, visit ksmu.org/sponsors

Source: Nielsen Radio Data SPRINGFIELD, MO; FA20 SD / SP20 SD; DMA; M-Su 6a-12m; Multiple Demos Used
KSMU Rates* & Program Schedule

**Drive Time/News & Information**
*$30 per announcement*
- 6 – 10 am *Morning Edition*
- 1 – 3 pm *Here & Now*
- 3 – 4 pm *Fresh Air*
- 4 – 7 pm *All Things Considered*
Specific Weekend Programming

**Run of Schedule**
*+$23 per announcement*
- 6 am - 7 pm
Announcements are placed throughout *Morning Edition, Classical 24, Here & Now, Fresh Air, All Things Considered* and other programming.

+Ask about discounts available to non-profits.

**Annual Plan**
*+$18 per announcement*
The most cost-effective way to reach KSMU listeners! Announcements may be placed in programs of your choice, subject to availability. In order to qualify for this rate, an annual commitment of $4,680 for 260 announcements is required.

**Online Sponsorship**
*+$150 - $400 per month*
Price depends on placement and availability. Ask your underwriting representative for more details.

**Long-term Discount**
With a 3 year commitment, receive a 5% discount and a guaranteed locked in rate.

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<thead>
<tr>
<th>Time</th>
<th>Sun</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thurs</th>
<th>Fri</th>
<th>Sat</th>
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<tr>
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<td>People’s Pharmacy</td>
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<td>Morning Edition</td>
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<td>The Choral Tradition</td>
<td>Classical Music</td>
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<td>Arts News</td>
<td>Planet Money/How I Built This</td>
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<td>Harmonia</td>
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<td>World Cafe/Studio Live</td>
<td>Fresh Air Weekend</td>
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<td>Weekend All Things Considered</td>
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<td>5 pm</td>
<td>Planet Money/How I Built This</td>
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<td>All Things Considered</td>
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<td>Hidden Brain</td>
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<td>The Roundabout</td>
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<td>Journey Into Jazz</td>
<td>The Gold Ring</td>
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<td>Mulberry Tree</td>
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<td>Hearts of Space</td>
<td>Jazz Excursions</td>
<td>BBC World Service</td>
<td>Beneath the Surface</td>
<td>The Basement Journey</td>
<td>World Beat Broadcast</td>
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<td>11 pm</td>
<td>BBC World Service</td>
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<td>BBC World Service</td>
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<td>Journey Into Jazz</td>
<td>Beale Street Caravan</td>
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<td>12-5 am</td>
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*All rates are net to station*
KSMU Online Sponsorship

Streaming Window Leaderboard
$200 per month
729 x 90 banner (visual only) appears in streaming window when stream is activated.

Homepage Leaderboard
$250 per month
728 x 90 banner appears at the top of the homepage.

Right Rail 1
$250 per month
300 x 250 block appears at the top of the right rail. On homepage and content pages.

Right Rail 2
$200 per month
300 x 250 block appears in the middle of the right rail. On homepage and content pages.

Right Rail 3
$150 per month
300 x 250 block appears near the bottom of the right rail. On homepage and content pages.

Audio Gateway Message for Stream
$400 per month
15 second audio gateway message plays prior to stream starting.*

*your message rotates with up to 2 others.

Please note...
- Online sponsorships will be moved lower on the page for one week during pledge drives each spring and fall.
- Your content may rotate with up to 3 other online sponsors.