

91.7 KAXE KBXE 90.5

**We are Independent,
Community Radio**



Questions?

218-326-1234

www.kaxe.org

sponsor@kaxe.org

About Us

KAXE is an independent, nonprofit radio station with two signals out of our main location in Grand Rapids (KAXE - 91.7 FM) and another out of Bemidji/Bagley (KBXE - 90.5 FM). We also carry a translator in Brainerd at 89.9 FM. Since 1976, our mission is to build community in northern Minnesota through radio programming, cultural events and interactive media.

WHY PARTNER WITH US?

- **Locally Supported**

Our largest, single source of funding is listener donations. Our listeners are grateful for support of "their" station and, in turn, support your business.

- **Cost Effective**

Spots on public radio are much cheaper than running advertising on commercial radio.

- **Credible Messaging**

Due to FCC guidelines for sponsorships on public radio, your spots are authentic, effective, and to the point.

- **Community Connection**

Partnerships create a sense of connection with the station and, more importantly, the community and its members.



Coverage Map



- Our signal reaches 160,000 people across northern Minnesota and is streamed online at kaxe.org
- KAXE has operated since 1976, serving as the first rural public radio station in the country.
- Our listeners are typically a cross-section of educated professionals and non-professionals, environmentally and socially aware, active in their communities



**3,500
ATTENDEES**



**OVER \$1 MILLION TO
LOCAL ECONOMY**

Return on Investment

79%

of Americans
feels a deeper
personal
connection to
companies with
values similar to
their own.

88%

would purchase
products/services
from that
company.

74%

tell others to buy
products from
that company.

70%

say they'd want
to work for that
company.

Source: Cone/Porter 2018



The partnership between community sponsors and our audience is a bond that is unique to public broadcasting. Our audience supports those companies that join them in support of KAXE.

82%

of NPR listeners
have taken
action based on
sponsorship
announcements

71%

of NPR listeners have a
more positive opinion
of a company when
they find out that the
company supports
public radio

*Source: Marketing & Research
Resources, Inc. 2021*



Annual On-Air Packages

(includes 5% discount with yearly commitment)

PREMIER PROGRAMMING

Your spots will run during our highest listening portions of the week including:

- Morning Show (Weekdays 5am-9am)
- Evening News (Weekdays 4pm-7pm)
- Green Cheese Trivia (Saturday 7pm-9pm)

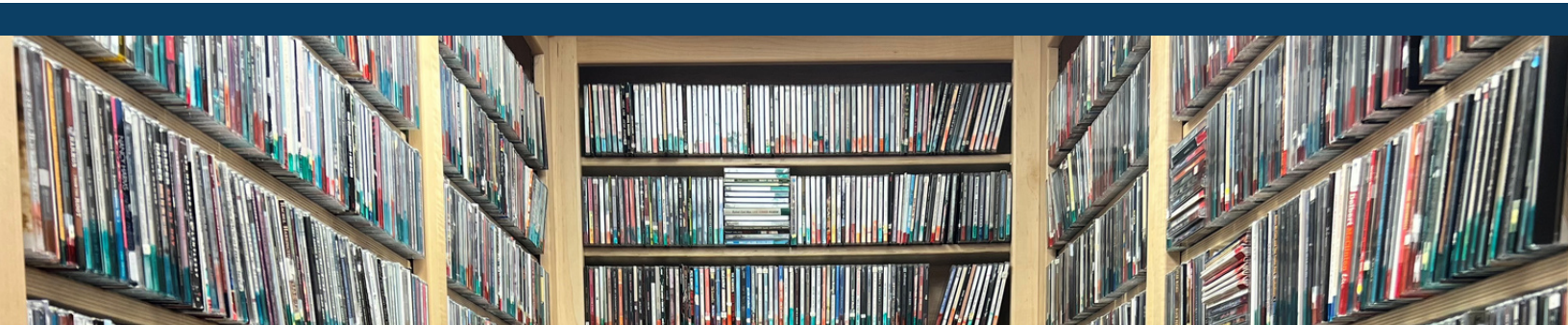
Spots	Annual Cost
10/week - 520/year	\$5,430
7/week - 365/year	\$3,980
5/week - 260/year	\$2,965
2/week - 104/year	\$1,260
1 /week - 52/year	\$670

MUSIC & WEEKENDS

Your spots will run during our Community Programming including:

- On the River
- New Music
- Centerstage MN
- Weekend Programming

Spots	Annual Cost
10/week - 520/year	\$4,200
7/week - 365/year	\$3,120
5/week - 260/year	\$2,350
2/week - 104/year	\$1,015
1 /week - 52/year	\$545



Seasonal & Events

(spots will rotate in and out of all programming throughout the week)

6-MONTH

Spots	Cost
10/week	\$2,660
7/week	\$1,860
5/week	\$1,395
2/week	\$595
1 /week	\$315

3-MONTH

Spots	Cost
10/week	\$1,280
7/week	\$940
5/week	\$705
2/week	\$295
1 /week	\$155

*FEATURED EVENT

Spots	Cost
10/week	\$750
5/week	\$575
2/week	\$400

*Included to promote a special event:

- 1 month run of radio spots
- Banner displayed on KAXE.org for 1 week
- 1 social media post on KAXE FB/IG promoting the event

E-NEWSLETTERS

Your promotion will have a standalone feature in the newsletter featuring your logo, a link to your site, and a custom message.

Name	Open Rate	Weekly Cost
Weekly Buzz	50%	\$50
Season Watch	69%	\$60

Digital Options

WEBSITE PROMO

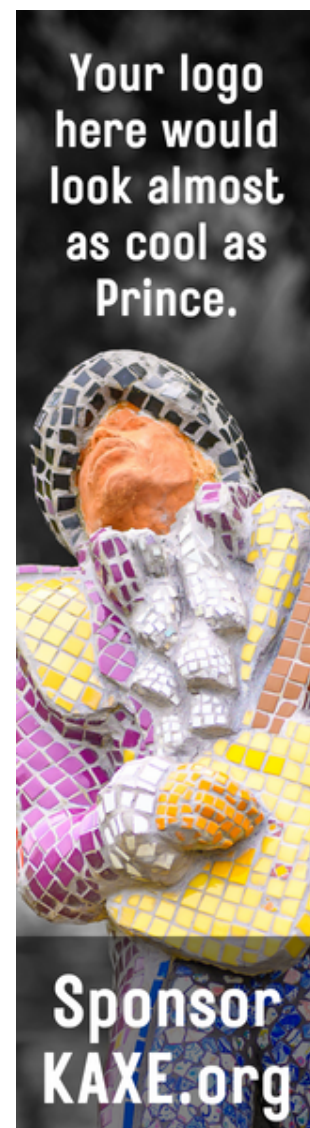
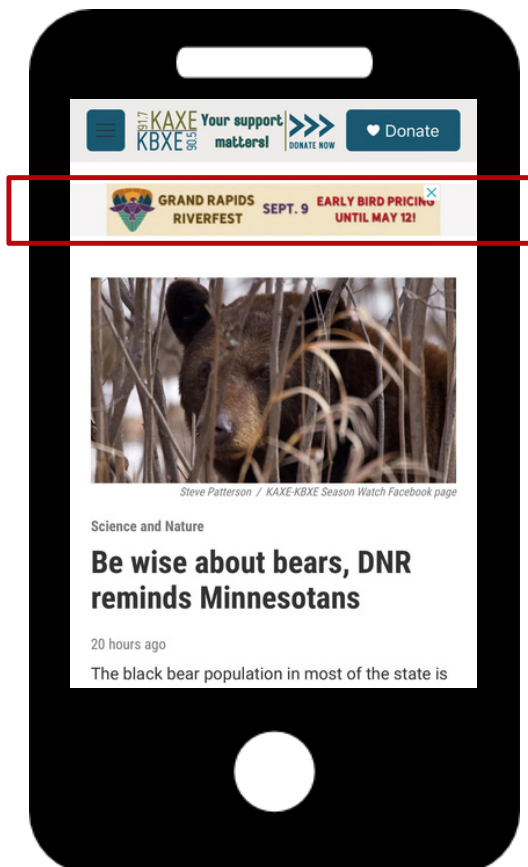
Your promotion will be displayed on the home page of our website either above the fold or along the side depending on which option you choose.

BANNER

Length	Cost
2 weeks	\$300
1 week	\$175

SIDE BAR

Length	Cost
2 weeks	\$275
1 week	\$150



Example Promo

Things to Note

- Nonprofit bonus messages are awarded based upon available inventory
- Specific program/customized requests may be accommodated at an additional cost
- On-air copy/website artwork is due 72 hours before scheduled to run to ensure timely production
- All on-air spots will run for 20 seconds
- All on-air scripts must adhere to FCC guidelines for messaging on public radio
 - KAXE Underwriting Announcement Copy Guidelines will be provided upon request
- Final approval of sponsorship lies with the management of KAXE



**We look forward to partnering with you and
appreciate your support in helping us tell
the stories of northern Minnesota.**





Prince statue at Grand Rapids Riverfest

Artwork by Tom Page,

Photo Credit: P.J. Nelson

91.7 KAXE
KBXE 90.5

> 91.7 FM: KAXE

> 90.5 FM: KBXE

> KAXE.ORG