

91.7 KAXE
KBXE 90.5



Questions?

218-326-1234

www.kaxe.org

sponsor@kaxe.org

About Us

KAXE is an independent, nonprofit radio station, established in 1976, with signals out of Grand Rapids (91.7 FM), Bemidji (90.5 FM), Brainerd (89.9 FM) and streaming online at kaxe.org.

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.

- **Credible Messaging**

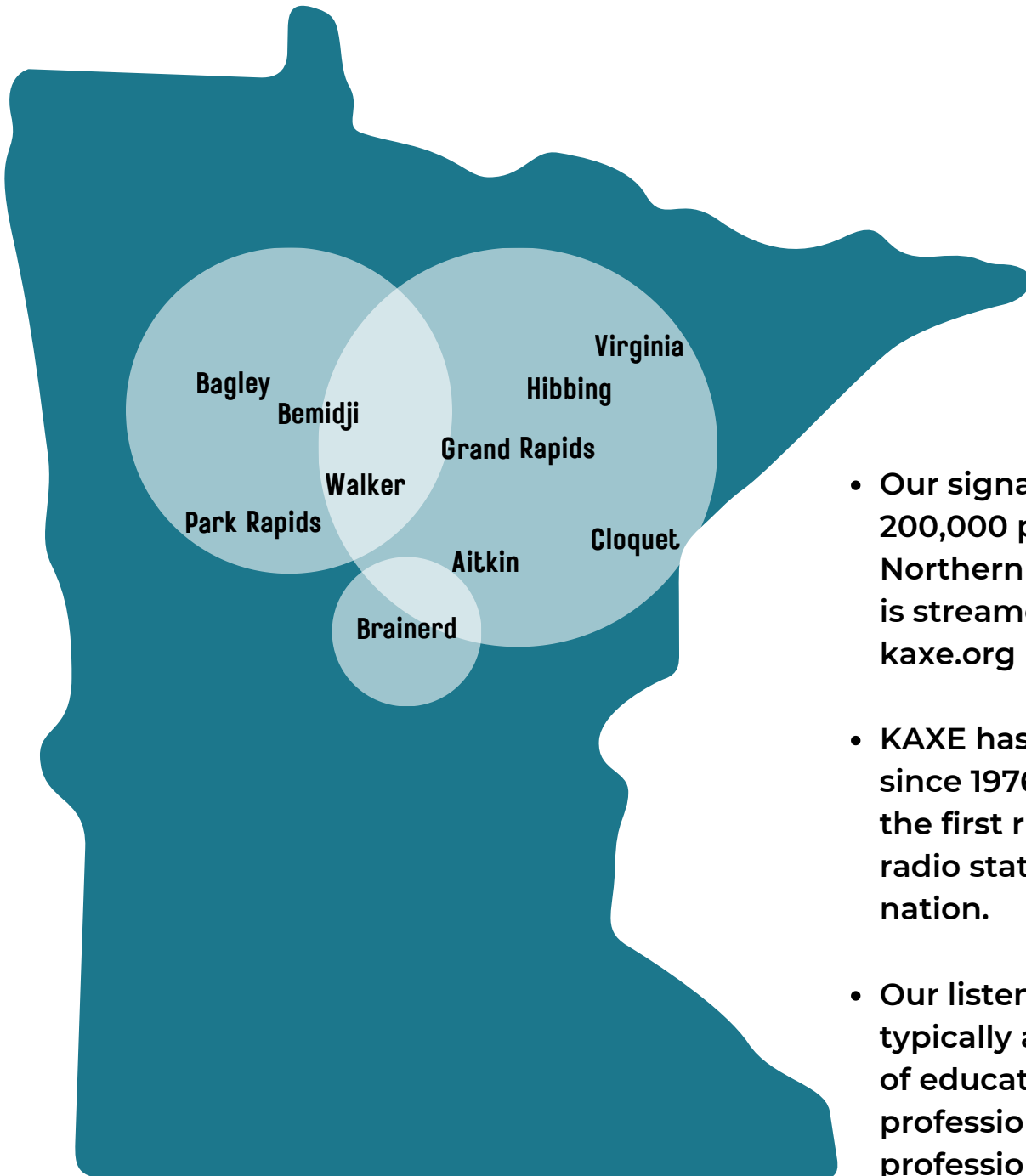
Due to FCC guidelines for sponsorships on public radio, your spots are authentic, effective and to the point.

- **Community Connection**

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



Coverage Map



- Our signal reaches over 200,000 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 nation.
- Our listeners are typically a cross-section of educated professionals and non-professionals, environmentally and socially aware, active in their communities

Return on Investment

82%

of consumers
want a brand's
values to align
with their own

4x

more likely to
purchase from
that company

76%

more likely to
trust that
company

78%

more likely to
want to work for
that company

*Sources: Porter Novelli Purpose Perception 2021,
Harris Poll 2022, Zeno Strength of Purpose 2020*



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

84%

of NPR listeners have taken action based on sponsorship announcements

72%

have a more positive opinion of companies who support public radio (vs 37% of commercial radio listeners)

Source: Kantar, NPR State of Sponsorship 2023



Annual On-Air Packages

(price includes 5% discount with yearly commitment)

PREMIER PROGRAMMING

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

- Morning Show (Weekdays 5-9am)
- Evening News (Weekdays 4-7pm)
- Green Cheese Trivia (Saturdays 7-9pm)
 - *limited availability*

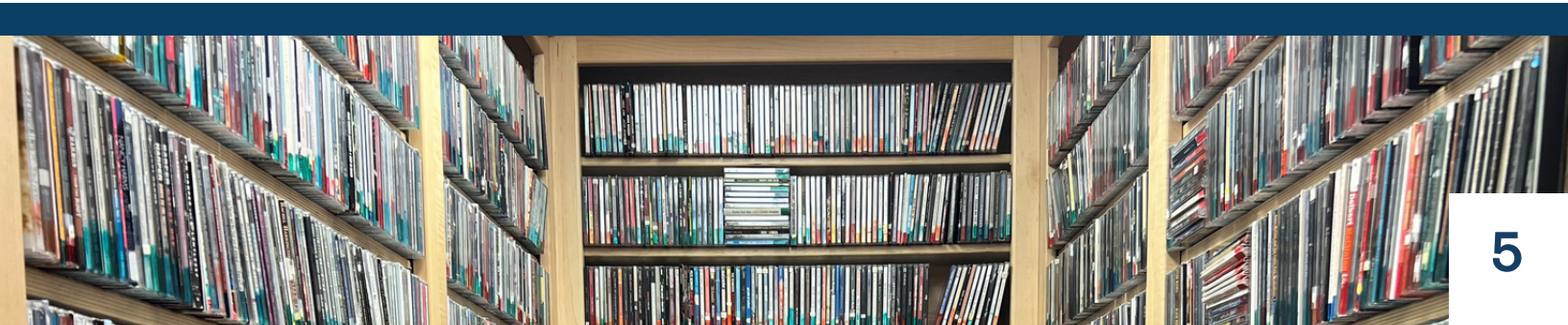
Spots	Annual Cost
1/week - 52/year	\$670
2/week - 104/year	\$1,260
5/week - 260/year	\$2,965
7/week - 365/year	\$3,980
10/week - 520/year	\$5,430

MUSIC & WEEKENDS

Your spots will run during the rest of our programming including:

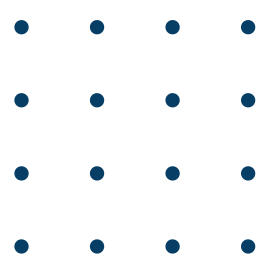
- On the River
- Headwaters
- Minnesota Mixtape
- All weekend programming

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



Seasonal & Events

(spots rotate throughout all programming)



6-MONTH

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

3-MONTH

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

*FEATURED EVENT

Spots	Cost
2/week	\$325
5/week	\$450
7/week	\$550
10/week	\$625

*Includes the following:

- 1 month run of radio spots
- Digital option
- 1 social media post on KAXE FB/IG promoting the event



Program Sponsorship



Programs	Annual Cost	Number of Sponsorships available
Morning Show	\$3,250	Two
On The River	\$3,000	Six
Headwaters	\$2,750	Two
Green Cheese	\$1,250	Two
Phenology, After Dark, Backporch Harmony, Jazz on America Ave	\$1,000	One

Program sponsorship includes:

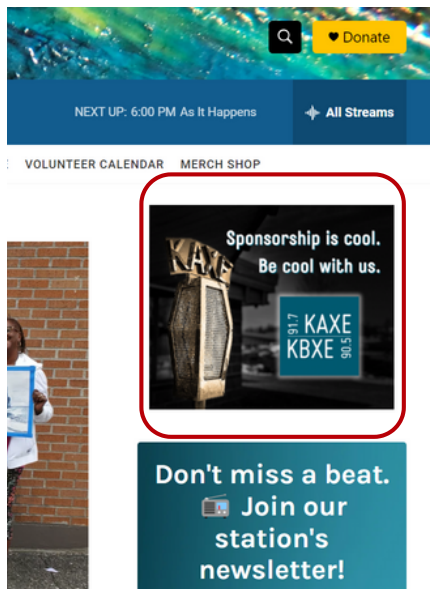
- Top of the hour mention each time program airs
 - [PROGRAM NAME] is sponsored by [BUSINESS NAME]....”
 - Morning Show/Headwaters - 5 spots/week, 260 spots/year
 - On the River - 6 spots/week, 312 spots/year
 - Phenology - 1 spot/week, 52 spots/year
 - Green Cheese - 1 spot/week, 52 spots/year (*highest streamed show + one of our most popular webpages on kaxe.org*)
 - Backporch/Jazz on America/After Dark - 2 spots/week, 104 spots/year
- Prominent display of logo included on the show’s graphic
- A link to your website on the show page on kaxe.org

Digital Options

all rates reflect CPM model (per 1k impressions)

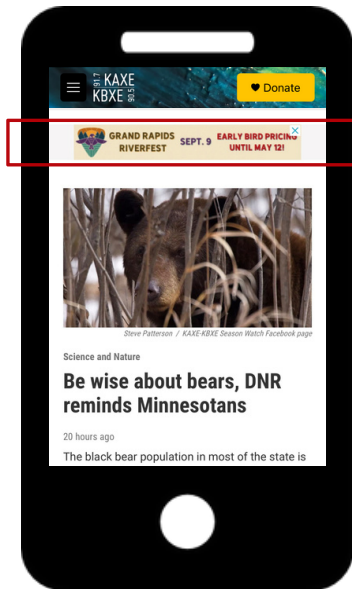
Option	Cost	Avg weekly impressions
Side Promo	\$15	1,200
Banner	\$20	20,000
In-Story	\$25	10,000-20,000
Streaming	\$25	16,000

SIDE PROMO



Example of promo as viewed on a desktop

BANNER



KAXE.org homepage as viewed on a mobile device

IN-STORY PROMO

Seventy more stops, expanded hours and more vehicles in the fleet makes the free AV service available to more MN communities, including those on Leech Lake Reservation.

GRAND RAPIDS — Snowflakes drifted to the ground outside as Jim Cagle strummed the guitar and sang about a subject not usually immortalized in song: a local transit system.

But the autonomous goMARTi vehicles were the stars of the day on Thursday, Oct. 23, in Grand Rapids.

Cagle stepped away from his music stand and led a group of dozens of state and local leaders and community members out of the event tent into the brisk fall weather. A parade of the goMARTi fleet drove slowly by outside with headlights flashing in celebration.



Example of promo in the middle of a news story

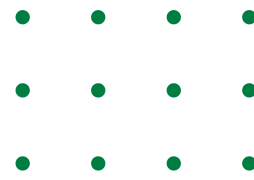
STREAMING MESSAGE

Your message will play every time someone streams KAXE via an app, their smart speaker, or online at kaxe.org



Digital Options

(continued)



E-NEWSLETTERS

Your promotion will have a standalone feature in the newsletter with a custom graphic and a link to your site.

Name	Subscribers	Weekly Cost
Weekly Buzz	1,000+	\$30
Season Watch	1,200+	\$40

the skies, at the bait shops and on the water, from KAXE Early Bird Fishing Guide Jeff Sundin and DNR leaders.

Learn more

The Buzz is supported by:

Future roost of

Learn more at: freerangefood.coop

MUSIC

Album of the Week: 'Here in the Pitch' by Jessica Pratt

Things to Note

- Nonprofits will receive a 10% discount off the listed rates
- Specific program/customized requests may be accommodated at an additional cost
- On-air copy/website artwork is due 72 hours before scheduled 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 Sponsor Copy Guidelines will be provided to all sponsors
- 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

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 KAXE.ORG