Nevada Public Radio is NPR in Las Vegas. A growing audience relies on our broadcast, print and digital distribution channels for a unique mix of local, national, and international news, entertainment and cultural content.
Nevada Public Radio is our community’s social hub for news, storytelling, music and cultural content. Our engaged audience views underwriters as trusted partners and respond in kind by utilizing their products and services.

87% OF LISTENERS HAVE TAKEN ACTION BASED ON AN NPR SPONSORSHIP ANNOUNCEMENT.*

*Kantar, NPR State of Sponsorship Survey, March 2022
The award-winning city magazine that’s all about greasing the social gears that make living in southern Nevada feel more meaningful and connected.

Southern Nevada’s only 24-hour classical music station, featuring Performance Today, From the Top and everyone’s favorite - Hearts of Space.

We provide users with a place to interact, learn and connect on a deeper level via web tiles, e-blasts and our audio player pre-roll.

Pub crawls, online auctions, corporate challenges...pub crawls - this is your chance to engage directly with our growing and diverse membership roster.

Sparking dialogue, engaging audiences and providing Nevada’s citizens with the knowledge they need to make informed decisions.
Our educated, affluent and news-seeking audience is actively engaged in fact-based, trusted journalism and storytelling that examines diverse perspectives. It’s no wonder that NPR is the #1 brand consumers agree they can depend on.*

Curated by people, not a computer algorithm, Classical 89.7 provides an immersive retreat for the educated, curious lifelong learners who listen daily looking for an escape from the grind or another hectic news cycle.

News 88.9 KNPR is simulcast across Nevada, and parts of California and Arizona on the following FM frequencies:

- **LAS VEGAS** 88.9 KNPR and 89.7 KCNV Classical
- **LUND/ELY** 88.7 KWPR
- **PANACA** 91.7 KLRN
- **TONOPAH** 91.7 KTPH
- **ELKO** 89.3 KLR
- **BEATTY** 91.7
- **CALIENTE** 88.5
- **LAKE HAVASU CITY, AZ** 91.7
- **LAUGHLIN** BULLHEAD CITY, AZ 89.5
- **MESQUITE** 88.1
- **MOAPA, NV** 89.9
- **RIDGECREST** CHINA LAKE, CA 88.1
- **ROUND MOUNTAIN** 89.3
- **SCOTTY’S JUNCTION** 88.1

*The 2021 Prophet Brand Relevance Index
## DEMOGRAPHICS + RATES

### NEWS 88.9 KNPR

**80,200**

**WEEKLY RADIO LISTENERS**

**3 hours**

**AVERAGE WEEKLY TIME SPENT LISTENING**

### CLASSICAL 89.7

**54,400**

**WEEKLY RADIO LISTENERS**

**2.5 hours**

**AVERAGE WEEKLY TIME SPENT LISTENING**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>More likely to hold a bachelor's degree.</td>
</tr>
<tr>
<td>37%</td>
<td>More likely than the average Las Vegas Household to have an income of over $100,000.</td>
</tr>
<tr>
<td>71%</td>
<td>Home ownership.</td>
</tr>
<tr>
<td>50%</td>
<td>More likely to hold a position in management, business, financial operations, or professional occupation.</td>
</tr>
</tbody>
</table>

### UNDERWRITING RATES FOR KNPR & KCNV

#### Specific Time Periods

<table>
<thead>
<tr>
<th>Mon-Sun</th>
<th>Daypart</th>
<th>KNPR M-F $ per spot</th>
<th>KNPR Sat-Sun $ per spot</th>
<th>KCNV M-Su $ per spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>5a-6a</td>
<td>AM</td>
<td>$35</td>
<td>$20</td>
<td>$10</td>
</tr>
<tr>
<td>6a-10a</td>
<td>Morning Drive</td>
<td>$100</td>
<td>$50</td>
<td>$35</td>
</tr>
<tr>
<td>10a-3p</td>
<td>Mid-day</td>
<td>$90</td>
<td>$45</td>
<td>$30</td>
</tr>
<tr>
<td>3p-7p</td>
<td>Afternoon Drive</td>
<td>$95</td>
<td>$40</td>
<td>$25</td>
</tr>
<tr>
<td>7p-12a</td>
<td>Evening</td>
<td>$30</td>
<td>$20</td>
<td>$15</td>
</tr>
</tbody>
</table>

### TOTAL AUDIENCE PLAN

<table>
<thead>
<tr>
<th>Mon-Sun</th>
<th>Daypart</th>
<th>KNPR M-Su $ per spot</th>
<th>KCNV M-Su $ per spot</th>
<th>Combo $ per 2 spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotate through 3 time periods (5a - 7p)</td>
<td>Minimum purchase 3</td>
<td>$85</td>
<td>$25</td>
<td>$105</td>
</tr>
<tr>
<td>Rotate through 4 time periods (5a - 12a)</td>
<td>Minimum purchase 4</td>
<td>$75</td>
<td>$20</td>
<td>$90</td>
</tr>
</tbody>
</table>

Messages are :15 seconds in length.
CULTURE, COMMUNITY, AND CONVERSATION

162,000+ readers can’t get enough of this bimonthly collection of curiosity, wonder, frustration, enthusiasm, cynicism and weird defensiveness that is Southern Nevada’s premier city magazine. *Desert Companion* celebrates the valley’s vibrant arts, culture and dining scenes, but also serious narrative journalism and thoughtful perspective that, particularly in an era where discourse is angry link-spamming on Facebook, seems increasingly rare.

2023 EDITORIAL CALENDAR*

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>FEATURE EDITORIAL</th>
<th>OTHER PLANNED EDITORIAL</th>
<th>SPECIAL ADVERTISING SECTIONS</th>
<th>DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB</td>
<td>Health &amp; Medicine</td>
<td>Wellness (mind, body, beauty)</td>
<td>Education Now</td>
<td>01.05.23 01.10.23</td>
</tr>
<tr>
<td>APR</td>
<td>Travel &amp; Recreation</td>
<td>Environment</td>
<td></td>
<td>03.06.23 03.10.23</td>
</tr>
<tr>
<td>JUN</td>
<td>The Photo Issue</td>
<td>Nightlife (bars, entertainment)</td>
<td></td>
<td>05.05.23 05.10.23</td>
</tr>
<tr>
<td>AUG</td>
<td>Best of the City</td>
<td>Top Doctors</td>
<td>Medical Profiles</td>
<td>07.05.23 07.10.23</td>
</tr>
<tr>
<td>OCT</td>
<td>Culture Guide</td>
<td>Top Dentists</td>
<td>Dental Profiles</td>
<td>09.05.23 09.09.23</td>
</tr>
<tr>
<td>DEC</td>
<td>The Dining Issue</td>
<td>Sports (college, pro)</td>
<td>Giving Guide</td>
<td>11.04.23 11.10.23</td>
</tr>
</tbody>
</table>

*Subject to change.

NOTE: Submission of new material after space deadline may be subject to a $500 late charge.
50,000
CIRCULATION PER ISSUE

174,544
READERSHIP PER ISSUE (OVER 3.5X TOUCH)

OUR READERS

60% more likely to hold a college degree.

19% more likely than average adult to have a household income of over $100,000.

22% more likely to be employed in management, business, financial and operations.

51% own their home.

ADVERTISING RATES
FOR DESERT COMPANION

COVERS

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>$7,325</td>
<td>$6,660</td>
<td>$6,050</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$6,660</td>
<td>$6,055</td>
<td>$5,500</td>
</tr>
<tr>
<td>Outside Back</td>
<td>$8,060</td>
<td>$7,325</td>
<td>$6,655</td>
</tr>
<tr>
<td>Premium Pages</td>
<td>$5,590</td>
<td>$5,085</td>
<td>$4,620</td>
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RUN OF BOOK

<table>
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<tbody>
<tr>
<td>Spread</td>
<td>$8,695</td>
<td>$7,905</td>
<td>$7,175</td>
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<tr>
<td>Full Page</td>
<td>$4,575</td>
<td>$4,150</td>
<td>$3,775</td>
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<tr>
<td>2/3 Page</td>
<td>$3,355</td>
<td>$3,055</td>
<td>$2,770</td>
</tr>
<tr>
<td>1/2 Page, Horz or Vert</td>
<td>$2,510</td>
<td>$2,285</td>
<td>$2,085</td>
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<tr>
<td>1/3 Page, Vert or Sq</td>
<td>$1,845</td>
<td>$1,675</td>
<td>$1,525</td>
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</tbody>
</table>

MARKETPLACE

<table>
<thead>
<tr>
<th></th>
<th>1 unit</th>
<th>2 unit</th>
<th>3 unit</th>
<th>4 unit</th>
<th>6 unit</th>
<th>9 unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 unit</td>
<td>$250</td>
<td>$500</td>
<td>$750</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,250</td>
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</tbody>
</table>

You supply the copy* & photos and we will provide the style & design. Logo placement available with purchase of 4+ units. A full page consists of 9 units.

All rates are NET. Notification of cancellation must be received 30 days from applicable space deadline, otherwise short-rate may apply.

AD SIZES

SPREAD
Live: 16” x 10”
Trim: 16.75” x 10.75”
Bleed: 17.25” x 11.25”

FULL PAGE
Live: 7.625” x 10”
Trim: 8.375” x 10.75”
Bleed: 8.875” x 11.25”

2/3 PAGE
5” x 10”

1/2 PAGE
5” x 7.4375”
(vert)
7.625” x 4.875”
(square)

1/3 PAGE
2.625” x 10”
(vert)
5” x 4.875”
(square)

1/6 PAGE
2.625” x 4.875”
(vert)
5” x 2.3125”
(horizontal)

LAS VEGAS; SCARBOROUGH R1 2022: MARCH21-APR22; A18+, DESERT COMPANION
Our engaged audiences are passionate doers, and they do what they view. Harness the influence of Nevada Public Radio’s reputation and connect with these audiences through content specifically acquired and produced for the web and social media that includes web tile opportunities, e-blasts to more than 20,000 members and users and video/audio ads that play when our KNPR, Classical 89.7 and NV89 streams are launched.

**KNPR.ORG/DESERTCOMPANION.COM**
300x250  
$25 CPM ROS  
$1,250/week (sponsored)

**BI-WEEKLY FIFTH STREET**  
600x250  
$1,000/week

**WEB PLAYER**  
$30 CPM  
300x250 plus  
10 second audio recording  
(requires internal copy review)

**E-NEWS**  
600x500  
$600/week

**20K+ SELF SUBSCRIBERS TO E-BLASTS**

**170K IMPRESSIONS MONTHLY FOR WEB TILES**
COMMUNITY SHOUTREACH

Corporate Challenge, Online Auctions, Recycle Days and Desert Companion issue parties complement our diverse portfolio with unique opportunities to connect with audiences that may not otherwise engage with Nevada Public Radio.

EVENTS & SPONSORSHIP

Corporate Challenge Sponsorship We rely upon funding from our partners to stay independent, and in turn, recognize their contributions through on-air day sponsor messaging.

Online Auction Sponsorship Corporate Sponsors can enjoy exposure to our supporting bidders and brand alignment with a good cause.

Recycle Day offers our Corporate Sponsors a prime opportunity to show their support of community effort.

Issue Parties and Events Gives our Corporate Sponsors a chance to be in the spotlight by bringing events like Trivia Night, Best of the City and The Photo Showcase to our audience that highlight the feature editorial of Desert Companion.
62% of DC readers have an annual household income above $100,000.

- 52% of readers frequently purchase products or services from ads they see in Desert Companion.
- 67% of readers keep their Desert Companion for a month or more before discarding it.
- 67% of readers have graduated college.
- 80% planned purchases during the next 12 months.
- 48% men's apparel.
- 44% medical services.
- 56% travel.
- 43% of Desert Companion readers have graduated college.

Circulation Verification Council: Las Vegas; Desert Companion + Reader Survey, 2022