



# Sponsorship & Underwriting



*KALW DJ LadyRyan, photo by Bethanie Hines*

Contact us:  
[sponsorship@kalw.org](mailto:sponsorship@kalw.org)

# LET'S WORK TOGETHER



*KALW Audio Academy, photo by Bethanie Hines*

**Want to get your company, small business, nonprofit, or organization on the most exciting public media station in the Bay Area? KALW can help.**

We can get your brand, mission, or idea in front of KALW's engaged, connected, and supremely loyal audience—with extremely affordable rates. Our custom packages are personalized specifically for your marketing needs, audience goals, timeline, and budget. Let's work together to expand your reach.

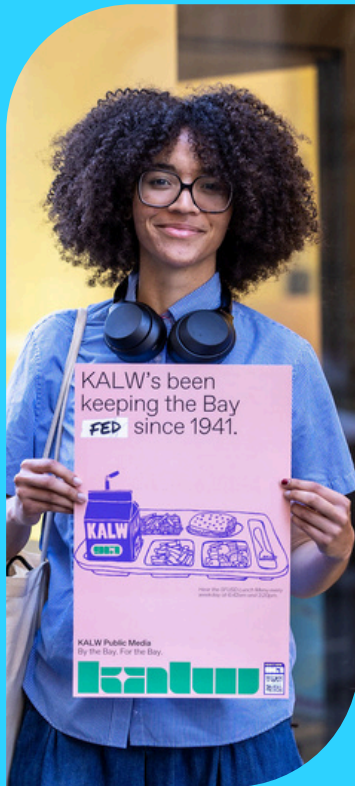
**Contact [sponsorship@kalw.org](mailto:sponsorship@kalw.org).**

# Join KALW's Growing Brand

Become a Business Sponsor.  
Reach New Audiences.

Every day, KALW connects with thousands of listeners across airwaves and digital channels. We are shaping public media's future by producing innovative cultural programming and journalism, amplifying local voices, and centering the Bay Area's vibrancy and diversity through rich storytelling.

**Align your company with KALW as a business partner and engage our growing audiences with your work.**



Connect with Public Media Audiences

Research proves that public media audiences are highly likely to have positive impressions of sponsors they hear on their station. Listeners are often highly educated, highly engaged in their communities, inclined to support local businesses and organizations, and largely affluent.

## Public media audiences are:

- 3x more likely to be civically engaged in their communities.
- 79% are voters, 61% higher than the average in smaller markets.
- 21% serve in local organizations, more than double the average.
- 53% have a bachelor's degree or higher, 136% higher than the average.
- 79% own their home, 10% higher than the average.



# DIGITAL RATES

## BLOCK AD

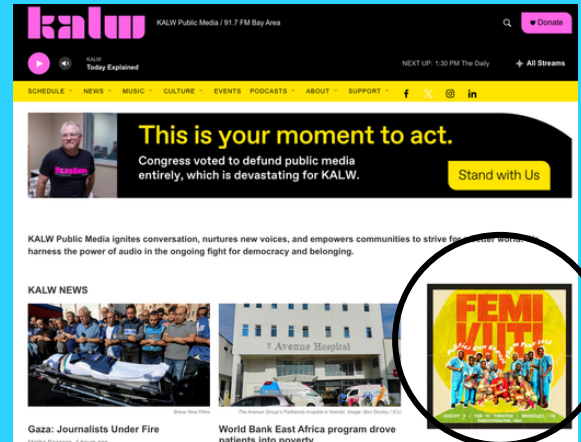
Digital file size: 1080 x 1080px

Cost per week

\$100

Block ads are in fixed position at the top right on KALW web pages.

## WHERE YOUR AD WILL GO



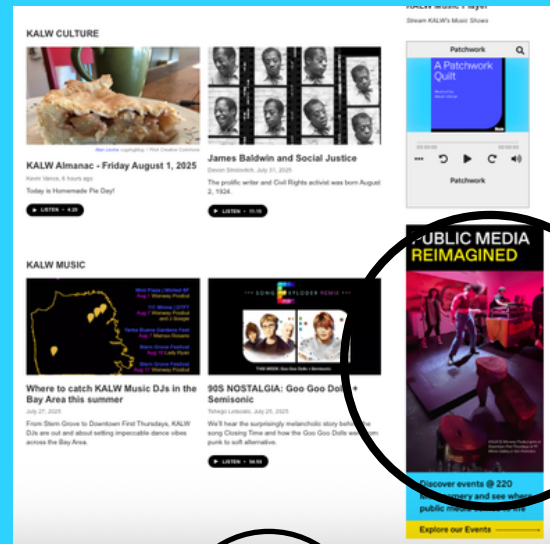
## VERTICAL AD

Digital file size: 4008h x 1750w px

Cost per week

\$50

Please note vertical ads are not fixed position and will be placed at KALW's discretion.



## NEWSLETTER HORIZONTAL AD

Digital file size: 970w x 250h px

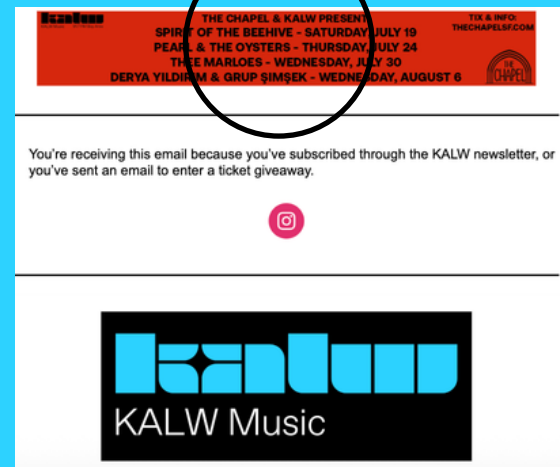
KALW Monthly Newsletter  
Exclusive Placement

\$450

KALW Music Monthly  
Newsletter Placement

\$75

Horizontal ads are mid placement in newsletter.

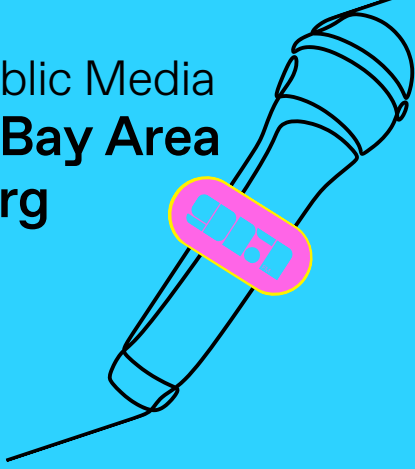


Digital placement is dependent on availability. Please reach out to Johanna Miyaki to inquire about availability, ad specifications, and other opportunities.

Contact us:  
[sponsorship@kalw.org](mailto:sponsorship@kalw.org)



KALW Public Media  
91.7 FM Bay Area  
KALW.org



# More Information about KALW

The first FM radio station west of the Mississippi, KALW Public Media seeks to be the spark that ignites conversation, nurtures new voices, challenges conventions, and empowers communities to strive for and celebrate a better world. We continue to harness the power of audio in the ongoing fight for democracy and belonging.

## OUR PROGRAMMING

Our belief in the power of the hyper-local drives us. KALW's airwaves offer dual format programming, where we curate national and local news, music, cultural programs, and original award winning audio productions—reaching 4.4 million people across all nine Bay Area counties.

## OUR TRAINING

KALW Public Media has a rich history of fostering new and diverse voices in public media, including groundbreaking work within prisons. Our robust training programs prioritize mentorship, hands-on experience, and powerful storytelling, cultivating talent that reflects the communities we serve.

## OUR LIVE EVENTS

Since 2023, KALW has held over 100 free events and collaborated with dozens of community partners, welcoming over 5000 participants and broadcast to thousands of listeners over radio and podcasts.

