



GLENWOOD SPRINGS, CARBONDALE, THE ROARING FORK VALLEY AND BEYOND



kdnk

SINCE 1983

UNDERWRITING PACKAGE 2024

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PROGRAMMING 2024

KDNK IS TRUE COMMUNITY ACCESS RADIO IN THE ROARING FORK VALLEY

Providing a platform for over 100 local DJs to play exactly the music they want, without any restrictions or requirements to play certain songs, artists or albums. All genres are welcomed and encouraged, and DJs pride themselves in finding new music and unearthing gems from the past



MUSIC

KDNK BROADCASTS LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL NEWS

Featuring independent local news reporters and hosts, syndicated regional public radio, NPR's Morning Edition and All Things Considered, our news coverage is broad and diverse, covering topics that are meaningful to local interests as well as informing listeners of worldwide happenings



NEWS

KDNK FEATURES UNPARALLELED AWARD-WINNING LOCAL PUBLIC AFFAIRS PROGRAMS

An abundance of thought-provoking topics and engaging, knowledgeable hosts await those tuned in during the 4-5pm hour each weekday, ranging from hot-button political issues to interviews with touring musical acts, to local farmers & nonprofits, and everything in between



PUBLIC AFFAIRS



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community radio



ANDY ZANCA
YOUTH
EMPOWERMENT
PROGRAM



KDNK STAFF
(L-R):
-CODY LEE
-TRACY STRODE
-LUKE NESTLER
-ALY SANGUILY
-MEGAN PASSMORE
-HATTIE RENSBERY

FREQUENCY MAP

KDNK'S SIGNAL REACHES OVER 100,000 RESIDENTS OF GARFIELD, PITKIN, LAKE AND EAGLE COUNTIES VIA A NETWORK OF TRANSMITTERS AND TRANSLATORS***

88.1 CARBONDALE

88.1 I-70 CORRIDOR

88.3 ASPEN

88.3 GLENWOOD SPRINGS

88.5 BASALT

88.5 REDSTONE

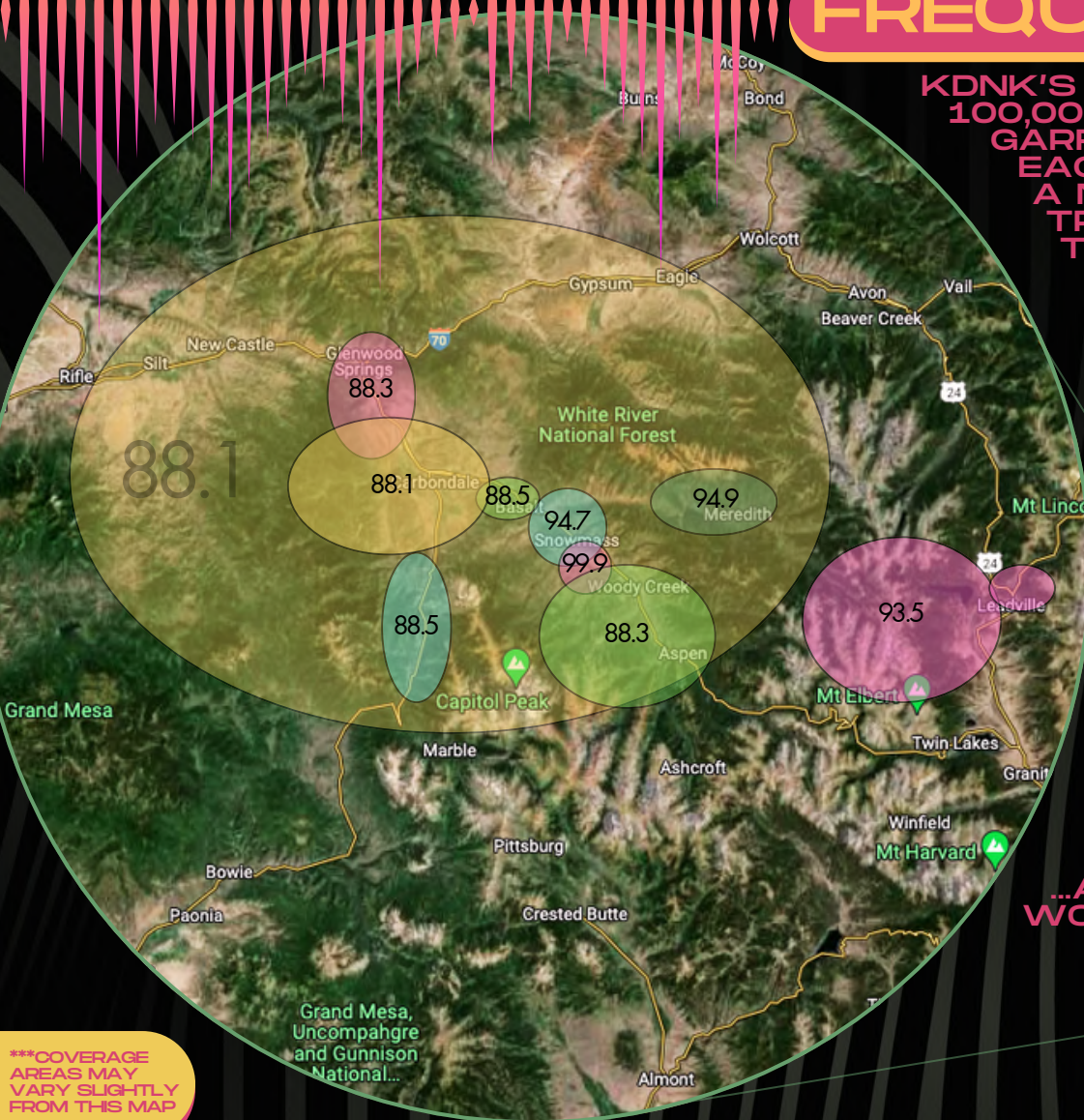
93.5 LEADVILLE

94.7 OLD SNOWMASS

94.9 THOMASVILLE

99.9 SNOWMASS VILLAGE

...AND STREAMING
WORLDWIDE AT KDNK.ORG



***COVERAGE
AREAS MAY
VARY SLIGHTLY
FROM THIS MAP



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community radio



MONTHLY CONTRACTS

10% DISCOUNT FOR 6 & 12 MONTH CONTRACTS PAID IN ADVANCE

NEWS

MORNING EDITION, ALL THINGS CONSIDERED, DEMOCRACY NOW! AND KDNK LOCAL NEWS

5 SPOTS PER WEEK (20 MONTHLY)	\$500 PER MONTH (\$25.00/MSG)
4 SPOTS PER WEEK (16 MONTHLY)	\$440 PER MONTH (\$27.50/MSG)
3 SPOTS PER WEEK (12 MONTHLY)	\$360 PER MONTH (\$30.00/MSG)
2 SPOTS PER WEEK (8 MONTHLY)	\$280 PER MONTH (\$35.00/MSG)

LOCAL PROGRAMMING

VOLUNTEER-POWERED COMMUNITY ACCESS MUSIC CURATION BY OVER 100 LOCAL DJS

5 SPOTS PER WEEK (20 MONTHLY)	\$450 PER MONTH (\$22.50/MSG)
4 SPOTS PER WEEK (16 MONTHLY)	\$400 PER MONTH (\$25.00/MSG)
3 SPOTS PER WEEK (12 MONTHLY)	\$330 PER MONTH (\$27.50/MSG)
2 SPOTS PER WEEK (8 MONTHLY)	\$260 PER MONTH (\$32.50/MSG)

EVENT UNDERWRITING

NON-PROFIT RATES

COMMUNITY FUNDRAISERS AND VISIONARIES

10 SPOTS	\$250 (\$25.00/MSG)
25 SPOTS	\$500 (\$20.00/MSG)
40 SPOTS	\$750 (\$18.75/MSG)
60 SPOTS	\$1,000 (\$16.67/MSG)

FOR-PROFIT RATES

BUSINESS OWNERS AND ENTREPRENEURS

10 SPOTS	\$300 (\$30.00/MSG)
25 SPOTS	\$600 (\$24.00/MSG)
40 SPOTS	\$900 (\$22.50/MSG)
60 SPOTS	\$1,200 (\$20.00/MSG)



WE'RE FLEXIBLE!
IF YOU DON'T SEE A
RATE THAT FITS
YOUR BUDGET
PLEASE REACH OUT
ABOUT CUSTOMIZING

FIRST-TIME UNDERWRITER SPECIAL

VALID ONLY FOR NEW UNDERWRITERS WITH MAX 2 EMPLOYEES

20 SPOTS	\$300 (\$15.00/MSG)
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WHY UNDERWRITE ON KDNK?

SHOW SUPPORT FOR YOUR LOCAL COMMUNITY RADIO STATION
GET YOUR MESSAGE OUT TO A BROAD LOYAL LISTENERSHIP

EXPAND AWARENESS OF YOUR NAME AND PRESENCE
COMPLIMENT YOUR ADVERTISING CAMPAIGNS

ENHANCE YOUR PUBLIC RELATIONS EFFORTS
PROMOTE A POSITIVE BUSINESS IMAGE OF CREDIBILITY AND STABILITY

SHOW YOUR PUBLIC INTEREST BEYOND SIMPLY SELLING A PRODUCT
SEPARATE YOUR NAME FROM THE CLUTTER OF COMMERCIAL ADVERTISING

