GLENWOOD SPRINGS, CARBONDALE, THE ROARING FORK VALLEY AND BEYOND

SINCE 1983

UNDERWRITING PACKAGE

2024

CONTACT

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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.

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.

KDNK FEATURES UNPARALLELLED AWARD-WINNING LOCAL PUBLIC AFFAIRS PROGRAMS

An abundance of thought-provoking topics and engaging, knowledgable 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.
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
**MONTHLY CONTRACTS**

**NON-PROFIT RATES**

<table>
<thead>
<tr>
<th>Spots Per Week</th>
<th>10 Spots</th>
<th>25 Spots</th>
<th>40 Spots</th>
<th>60 Spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Per Week</td>
<td>$250 ($25.00/MSG)</td>
<td>$500 ($20.00/MSG)</td>
<td>$750 ($18.75/MSG)</td>
<td>$1,000 ($16.67/MSG)</td>
</tr>
<tr>
<td>4 Per Week</td>
<td>$300 ($30.00/MSG)</td>
<td>$600 ($24.00/MSG)</td>
<td>$900 ($22.50/MSG)</td>
<td>$1,200 ($20.00/MSG)</td>
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<tr>
<td>3 Per Week</td>
<td>$350 ($35.00/MSG)</td>
<td>$700 ($28.33/MSG)</td>
<td>$1,050 ($27.50/MSG)</td>
<td>$1,500 ($25.00/MSG)</td>
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<tr>
<td>2 Per Week</td>
<td>$400 ($40.00/MSG)</td>
<td>$800 ($32.00/MSG)</td>
<td>$1,200 ($30.00/MSG)</td>
<td>$1,600 ($25.00/MSG)</td>
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</tbody>
</table>

**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)

**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)

**FIRST-TIME UNDERWRITER SPECIAL**

Valid only for new underwriters with max 2 employees

- 20 spots $300 ($15.00/MSG)

**TRACY STRODE**

Underwriting Director
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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