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.

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 KLNR
- **TONOPAH** 91.7 KTPH
- **ELKO** 89.3 KLKR
- **BEATTY** 91.7
- **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
DEMOPGRAPHICS + RATES

NEWS 88.9 KNPR

78,000
WEKKLY RADIO LISTENERS

2.25 hours
AVERAGE WEEKLY TIME SPENT LISTENING

CLASSICAL 89.7

34,000
WEKKLY RADIO LISTENERS

3.75 hours
AVERAGE WEEKLY TIME SPENT LISTENING

DIGITAL STREAMING KNPR

10,600
WEKKLY STREAMING LISTENERS

1 hour
AVERAGE WEEKLY TIME SPENT LISTENING ON A DIGITAL DEVICE

DIGITAL STREAMING CLASSICAL 89.7

1,000
WEKKLY STREAMING LISTENERS

1.9 hours
AVERAGE WEEKLY TIME SPENT LISTENING ON A DIGITAL DEVICE

136% More likely to hold a college degree.

76% More likely than the average Las Vegas Household to have an income of over $100,000.

71% Of our listeners are home owners.

26% More likely to be employed in management, business, and financial operations.

UNDERWRITING RATES FOR KNPR & KCNV

Specific Time Periods

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

Messages are :15 seconds in length

Las Vegas; Scarborough RI 2023: Mar22-Apr23; A18+, KNPR Metro; P6+, PPM Analysis Tool; May22-Apr23
Digital Listening Source: Triton Digital, Jun22-May23
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.

2024 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>The Love Issue</td>
<td>Wellness &amp; Beauty</td>
<td>Education Now</td>
<td>Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jan 5, 2024</td>
</tr>
<tr>
<td>APR</td>
<td>Travel &amp; Recreation</td>
<td>Environment</td>
<td></td>
<td>Mar 8, 2024</td>
</tr>
<tr>
<td>JUN</td>
<td>The Photo Issue</td>
<td>Nightlife</td>
<td></td>
<td>May 3, 2024</td>
</tr>
<tr>
<td>AUG</td>
<td>Best of the City</td>
<td>Healthcare</td>
<td>Top Doctors Medical Profiles</td>
<td>July 5, 2024</td>
</tr>
<tr>
<td>OCT</td>
<td>Culture Guide</td>
<td>Top Dentists</td>
<td>Top Dentists Dental Profiles</td>
<td>Sept 6, 2024</td>
</tr>
<tr>
<td>DEC</td>
<td>The Dining Issue</td>
<td>Sports</td>
<td>Giving Guide</td>
<td>Nov 8, 2024</td>
</tr>
</tbody>
</table>

Space Materials
Jan 10, 2024 Mar 13, 2024 May 8, 2024 July 10, 2024 Sept 11, 2024 Nov 13, 2024

NOTE: Submission of new material after space deadline may be subject to a $500 late charge.

*Subject to change.
DEMOGRAPHICS + RATES

50,000
CIRCULATION PER ISSUE

196,805
READERSHIP PER ISSUE (ALMOST 4X TOUCH)

OUR READERS

35% More likely to hold a college degree.

71% More likely than average Las Vegas household to have a household income of over $100,000.

72% Of our readers are homeowners.

136% More likely to be employed in management, business, and financial operations.

ADVERTISING RATES FOR DESERT COMPANION

<table>
<thead>
<tr>
<th>COVER</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>
</tr>
</tbody>
</table>

RUN OF BOOK

<table>
<thead>
<tr>
<th>ITEM</th>
<th>1x</th>
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<th>6x</th>
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</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$8,695</td>
<td>$7,905</td>
<td>$7,175</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,575</td>
<td>$4,150</td>
<td>$3,775</td>
</tr>
<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>
</tr>
<tr>
<td>1/3 Page, Vert or Sq</td>
<td>$1,845</td>
<td>$1,675</td>
<td>$1,525</td>
</tr>
</tbody>
</table>

MARKETPLACE

<table>
<thead>
<tr>
<th>UNIT</th>
<th>RATE</th>
<th>4 UNIT</th>
<th>RATE</th>
<th>9 UNIT</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$350</td>
<td>$1,400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>$700</td>
<td>$2,100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>$1,050</td>
<td>$3,150</td>
<td></td>
<td></td>
<td></td>
</tr>
</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” (vertical)
7.625” x 4.875” (horizontal)

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

1/6 PAGE
2.625” x 4.875” (vertical)
5” x 2.3125” (horizontal)
67% of DC readers have an annual household income above $100,000.

- 87.1% of readers frequently purchase products or services from ads they see in Desert Companion.
- 51% of readers keep their Desert Companion for a month or more before discarding it.
- 56% of readers have graduated college.
- 45% of Desert Companion readers have graduated college.
- 43% of Desert Companion readers have graduated college.
- 51% of Desert Companion readers have graduated college.
- 41% of Desert Companion readers have graduated college.
- 41% of Desert Companion readers have graduated college.
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- 41% of Desert Companion readers have graduated college.
**DIGITAL MEDIA PACKAGES**

**NEVADA PUBLIC RADIO E-NEWS**

- **Leaderboard**: 1500x500, $1,000/month
- **Middle Banner**: 1500x500, $750

**KNPR.ORG/DESERTCOMPANION.COM**

- **Leaderboard**: 1500x500, $1,000/month
- **Middle Banner**: 1500x500
- **Tile Ad**: 600x500

**AUDIO PREROLL**

- **15 Second Audio (can be client-recorded)**
- **300x250 static tile ad**

**Total Cost:**

- KNPR: $2,500/month
- KCNV: $1,500/month

**360K IMPRESSIONS MONTHLY FOR WEB TILES**

**32K+ SELF SUBSCRIBERS TO E-BLASTS**

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*Constant Contact June 2023, Google Ad Manager Feb23-Mar23*
Corporate Challenge, Online Auctions, 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.

Sample Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Title Sponsor</th>
<th>Associate Sponsor</th>
<th>Supporting Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-News w/logo</td>
<td>2 $2,000</td>
<td>2 $2,000</td>
<td>1 $1000</td>
</tr>
<tr>
<td>Post-event branding in Desert Companion</td>
<td>1 $2,000</td>
<td>1 $2,000</td>
<td>-</td>
</tr>
<tr>
<td>Designated email with logo</td>
<td>2 $3,000</td>
<td>1 $1,500</td>
<td>1 $1500</td>
</tr>
<tr>
<td>Email invite w/logo</td>
<td>1 $2,500</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Event Landing Page with logo</td>
<td>1 $500</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>KNPR</td>
<td>75 $6,375</td>
<td>40 $3,400</td>
<td>25 $2,125</td>
</tr>
<tr>
<td>KCNV</td>
<td>40 $1,000</td>
<td>25 $625</td>
<td>-</td>
</tr>
<tr>
<td>Signage</td>
<td>1 $500</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Step &amp; Repeat w/logo</td>
<td>1 $2,000</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Total Investment: $10,000 $5,000 $2,500

Total Value: $19,875 $9,525 $4,625