

# NEVADA PUBLIC RADIO®

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.



ON AIR

MEDIA KIT

NEWS 88.9  
**knpr**

CLASSICAL  
89.7 KCNV

**desert**  
COMPANION



# WHO WE ARE

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.\*

# NEVADA PUBLIC RADIO<sup>®</sup> MEDIA



Sparking dialogue, engaging audiences and providing Nevada's citizens with the knowledge they need to make informed decisions.



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.



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 KLNK

**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



# DEMOGRAPHICS

# + RATES

## NEWS 88.9 KNPR

78,000

WEEKLY RADIO LISTENERS

2.25 hours

AVERAGE WEEKLY TIME SPENT LISTENING

## CLASSICAL 89.7

34,000

WEEKLY RADIO LISTENERS

3.75 hours

AVERAGE WEEKLY TIME SPENT LISTENING

## DIGITAL STREAMING KNPR

10,600

WEEKLY STREAMING LISTENERS

1 hour

AVERAGE WEEKLY TIME SPENT LISTENING ON A DIGITAL DEVICE

## DIGITAL STREAMING CLASSICAL 89.7

1,000

WEEKLY 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 & KCVN

### Specific Time Periods

Mon-Sun	Daypart	KNPR M-F \$ per spot	KNPR Sat-Sun \$ per spot	KCVN M-Su \$ per spot
5a-6a	AM	\$35	\$20	\$10
6a-10a	Morning Drive	\$100	\$50	\$35
10a-3p	Mid-day	\$90	\$45	\$30
3p-7p	Afternoon Drive	\$95	\$40	\$25
7p-12a	Evening	\$30	\$20	\$15

## TOTAL AUDIENCE PLAN

Mon-Sun	Daypart	KNPR M-Su \$ per spot	KCVN M-Su \$ per spot	Combo \$ per 2 spots
Rotate through 3 time periods (5a - 7p)		\$85	\$25	\$105
Minimum purchase 3				
Rotate through 4 time periods (5a - 12a)		\$75	\$20	\$90
Minimum purchase 4				

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.

### 2024 EDITORIAL CALENDAR\*



ISSUE DATE	FEATURE EDITORIAL	OTHER PLANNED EDITORIAL	SPECIAL ADVERTISING SECTIONS	DEADLINES	
				Space	Materials
FEB	The Love Issue	Wellness & Beauty	Education Now	Jan 5, 2024	Jan 10, 2024
APR	Travel & Recreation	Environment		Mar 8, 2024	Mar 13, 2024
JUN	The Photo Issue	Nightlife		May 3, 2024	May 8, 2024
AUG	Best of the City	Healthcare	Top Doctors Medical Profiles	July 5, 2024	July 10, 2024
OCT	Culture Guide	Top Dentists	Top Dentists Dental Profiles	Sept 6, 2024	Sept 11, 2024
DEC	The Dining Issue	Sports	Giving Guide	Nov 8, 2024	Nov 13, 2024

\*Subject to change.

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

# 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

COVERS	1x	3x	6x
Inside Front	\$ 7,325	\$ 6,660	\$ 6,050
Inside Back	\$ 6,660	\$ 6,055	\$ 5,500
Outside Back	\$ 8,060	\$ 7,325	\$ 6,655
Premium Pages	\$ 5,590	\$ 5,085	\$ 4,620

RUN OF BOOK	1x	3x	6x
Spread	\$ 8,695	\$ 7,905	\$ 7,175
Full Page	\$ 4,575	\$ 4,150	\$ 3,775
2/3 Page	\$ 3,355	\$ 3,055	\$ 2,770
1/2 Page, Horz or Vert	\$ 2,510	\$ 2,285	\$ 2,085
1/3 Page, Vert or Sq	\$ 1,845	\$ 1,675	\$ 1,525

## MARKETPLACE

1 unit	\$ 350	4 unit	\$ 1,400
2 unit	\$ 700	6 unit	\$ 2,100
3 unit	\$ 1,050	9 unit	\$ 3,150

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.

Las Vegas; Scarborough R1 2023: Mar22-Apr23; A18+, Desert Companion

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

## AD SIZES

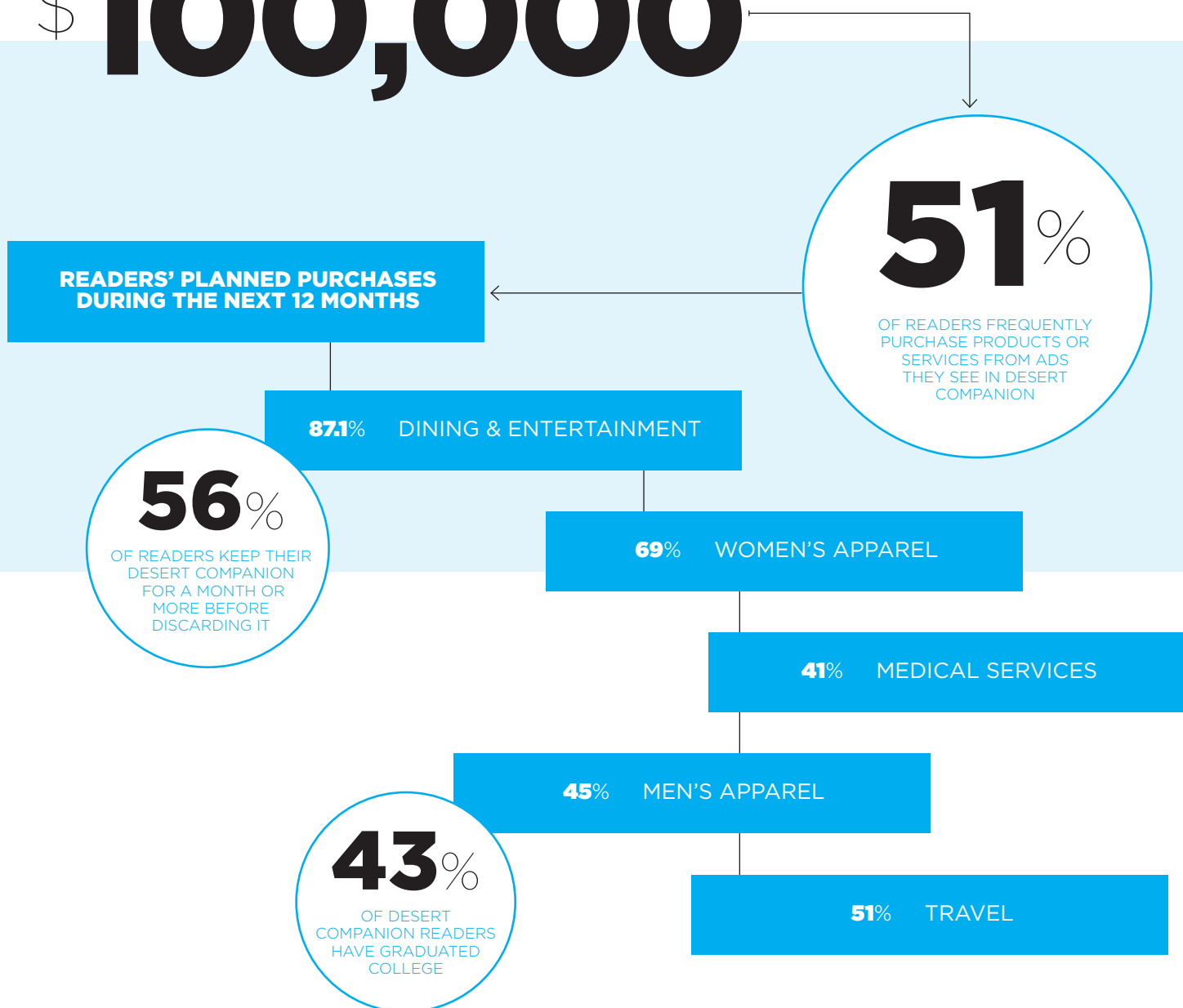
<b>SPREAD</b>	Live: 16" x 10" Trim: 16.75" x 10.75" Bleed: 17.25" x 11.25"	<b>2/3 PAGE</b>	5" x 10"	<b>1/3 PAGE</b>	2.625" x 10" (vertical)
<b>FULL PAGE</b>	Live: 7.625" x 10" Trim: 8.375" x 10.75" Bleed: 8.875"x 11.25"	<b>1/2 PAGE</b>	5" x 7.4375" (vertical) 7.625" x 4.875" (horizontal)	<b>1/6 PAGE</b>	2.625" x 4.875" (vertical) 5" x 2.3125" (horizontal)



## PURCHASING POWER

67% OF DC READERS HAVE AN  
ANNUAL HOUSEHOLD INCOME ABOVE

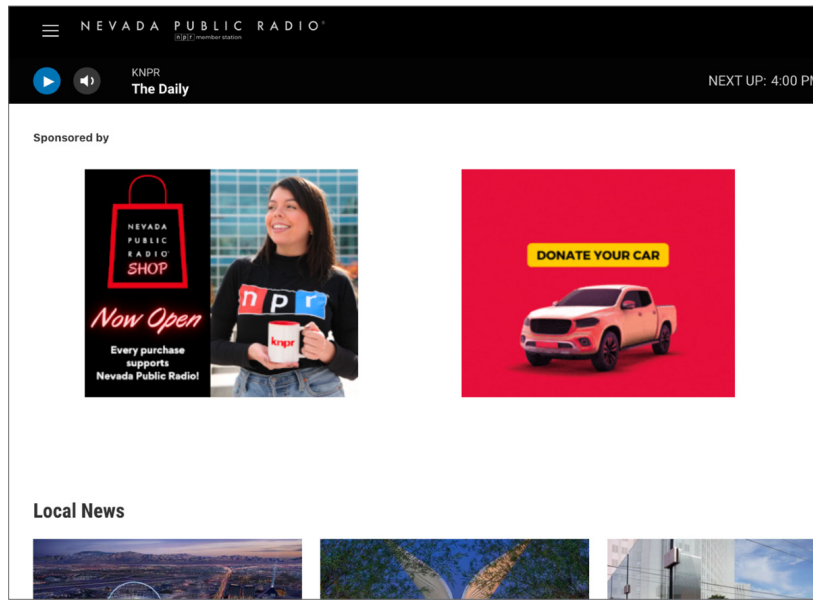
\$**100,000**







## DIGITAL MEDIA PACKAGES



### KNPR.ORG/DESERTCOMPANION.COM

\$25 CPM ROS 970x250  
\$1,000/month 300x250  
320x100

### AUDIO PREROLL

15 Second Audio (can be client-recorded)  
300x250 static tile ad  
Total Cost:  
KNPR \$2,500/month  
KCNV \$1,500/month

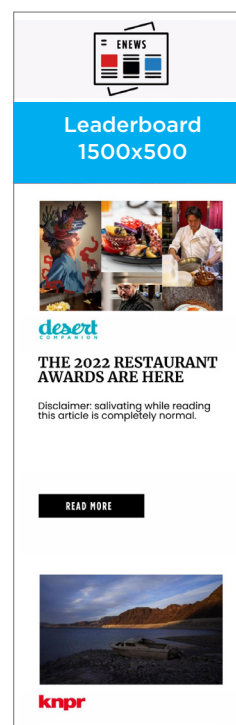
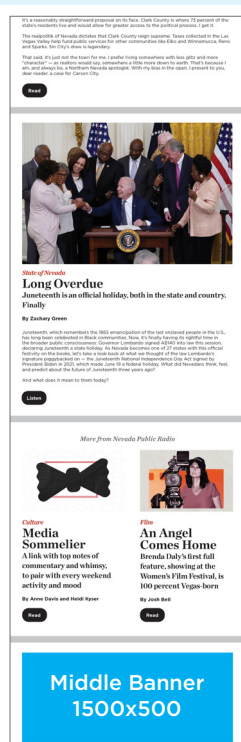
**32K+**  
SELF SUBSCRIBERS  
TO E-BLASTS

**360K**  
IMPRESSIONS  
MONTHLY FOR  
WEB TILES

### DESERT COMPANION MAGAZINE E-NEWS

Leaderboard:  
1500x500  
\$1,000

Middle Banner:  
1500x500  
\$750



### NEVADA PUBLIC RADIO E-NEWS

Leaderboard:  
1500x500  
\$1,000

Footer:  
1500x500  
\$750

Tile Ad:  
600x500  
\$500



## EVENTS & COMMUNITY OUTREACH

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

<i>Sponsor Benefits</i>	<i>Title Sponsor</i>		<i>Associate Sponsor</i>		<i>Supporting Sponsor</i>	
	Amount	Value	Amount	Value	Amount	Value
E-News w/logo	2	\$2,000	2	\$2,000	1	\$1000
Post-event branding in Desert Companion	1	\$2,000	1	\$2,000	-	-
Designated email with logo	2	\$3,000	1	\$1,500	1	\$1500
Email invite w/logo	1	\$2,500	-	-	-	-
Event Landing Page with logo	1	\$500	-	-	-	-
KNPR	75	\$6,375	40	\$3,400	25	\$2,125
KCNV	40	\$1,000	25	\$625	-	-
Signage	1	\$500	-	-	-	-
Step & Repeat w/logo	1	\$2,000	-	-	-	-
<b>Total Investment</b>	<b>\$10,000</b>		<b>\$5,000</b>		<b>\$2,500</b>	
<b>Total Value</b>	<b>\$19,875</b>		<b>\$9,525</b>		<b>\$4,625</b>	

NEVADA PUBLIC RADIO®

an  member

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[NevadaPublicRadio.org](http://NevadaPublicRadio.org)