

WHO WE ARE

KRVS' mission is to serve the community by promoting Acadiana's richness and talent. Our staff and program hosts work tirelessly to amplify creative efforts in the region through musicians, artists, writers, and non-profit organizations on-air and our social media pages. Our broadcast signal goes from the Baton Rouge Bridge to Lake Charles and a global audience online at krvs.org.

OUR LISTENERS

Our listeners know and care about where they live. They're curious, culturally aware and technologically savvy; they pay attention to our news and locally-produced music programs on the airwaves, smart speakers, digital stream and smart phone app. Across the spectrum of income and education levels, they engage with, contribute to and lead efforts to improve the quality of life in their communities, and they perceive KRVS as a regional treasure. They vote, contact media organizations and let elected officials know what's on their minds.



DIGITAL AD RATES

• **\$50/week** for static ads on our website and on the homepage of our app.



LISTENERS IN ACADIANA

Our broadcast signal on 88.7 FM serves a coverage area with 651,000 people.



LISTENERS ONLINE

Annually we serve 77,633 unique users. Most are in the US; others live in Sweden, Norway, Canada, UK, Ireland, & France.



LISTENERS ON OUR APP

We launched our app in February 2022 and it's helping to grow our audience.



BROADCAST AD RATES

- **\$50/spot for Tier 1 Programs** like Blues Box, Zydeco Est Pas Salé, Zydeco Stomp, Morning Edition, & All Things Considered
- **\$35/spot for Tier 2 Programs** like Medicine Ball Caravan, World Café, Out to Lunch, La Lou Jukebox, Earth Beat

CALL WILLIAMS S. MURPHY III
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www.krvs.org/underwrite-krvs