



**KRFC 88.9** <sup>FM</sup>  
RADIO FORT COLLINS™



**K R F C 8 8 . 9 F M**  
Airing at 50,000 Watts and Streaming Online at [KRFCFM.ORG](http://KRFCFM.ORG)



# **UNDERWRITING PACKAGE 2023**

**LIVE · LOCAL · GLOBAL**

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## 2023 PROGRAMMING

**KRFC 88.9 FM IS THE SOUNDTRACK TO LIFE** in Northern Colorado and beyond. Colorado Music is the mainstay of what we play. Our daytime programming is dominated by the KRFC NoCo Flow® music mix featuring a blend of Colorado, national and global musicians.

**KRFC RadioVision LIVE@LUNCH®** is the star of KRFC's music programming. Each Friday from noon to one, KRFC presents local and national bands in the Ginger & Baker studio, which is not only captured to air on the radio but is also videoed which provides the musicians with free, high-quality video they can use to further their careers. These videos are available to watch on the KRFC RadioVision YouTube channel. More than 1,100 musicians have played on LIVE@LUNCH® since KRFC went on the air in 2003.

**EVENINGS AND WEEKENDS** are full of specialty music shows featuring a wide range of genres: Bluegrass, Reggae, Classical, Jazz, R&B, Soul, World, Folk, Underground Rock, Indie and More!

**PUBLIC AFFAIRS** programming rounds out our KRFC 88.9 FM schedule. Our locally produced programs can be heard nowhere else on the radio dial. Our talented volunteer programmers present shows that cover business, the arts, local culture and community issues, engaging listeners with thoughtful conversation. KRFC boasts over 80 Programmers on the air and 62 uniquely produced radio shows per week.

This is Community Radio at its finest!

Northern Colorado's Community Radio Station that presents

## **LOCALLY FOCUSED, ARTS AND CULTURE, PUBLIC AFFAIRS AND COMMUNITY-CENTERED PROGRAMMING**

- More than **202 VOLUNTEERS**, many of them radio professionals
- **OVER 98%** of our programming is produced here in Northern Colorado
- Offering a forum for a wide **VARIETY** of voices, local affairs and musical tastes
- Live shows **IN-STUDIO**
- Streaming worldwide at [WWW.KRFCFM.ORG](http://WWW.KRFCFM.ORG)

## **The KRFC 88.9 FM REACH**

With a diverse community of over 1,000,000 in Northern Colorado, KRFC 88.9 FM serves all demographics with its deep variety of shows, music, public affairs and partnerships. Our online listeners continue to grow worldwide. We have listeners from faraway places all over the world including the United Kingdom, India, Nigeria and Australia.



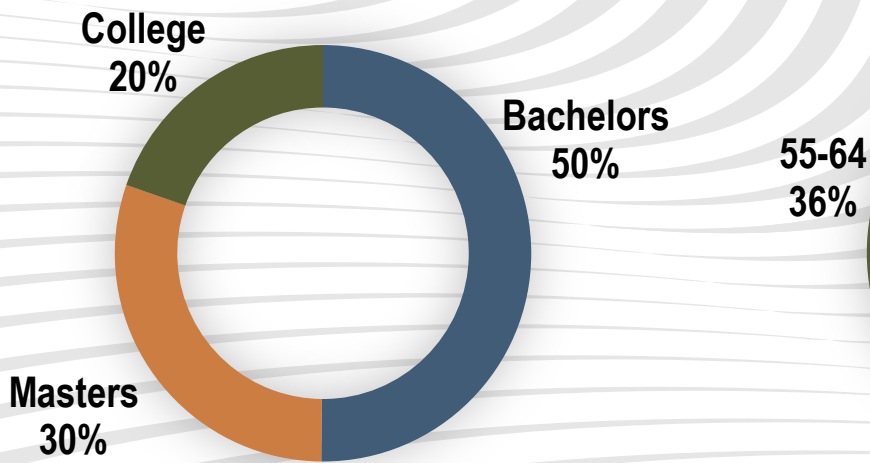
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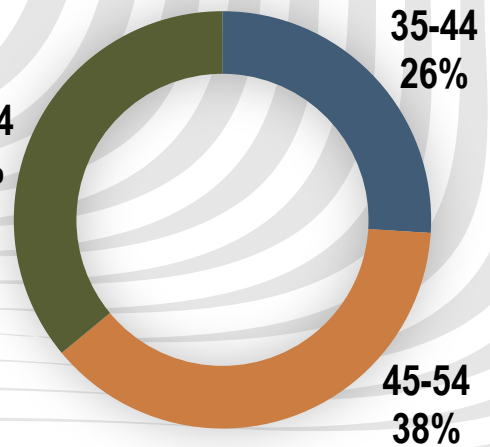
## 2023 LISTENERS

Our listeners are influential & active in their communities, judging by the information gathered from KRFC 88.9 FM listener surveys.

### EDUCATION



### AGE



### ATTENDS EVENTS

(Based on something heard on KRFC 88.9 FM)



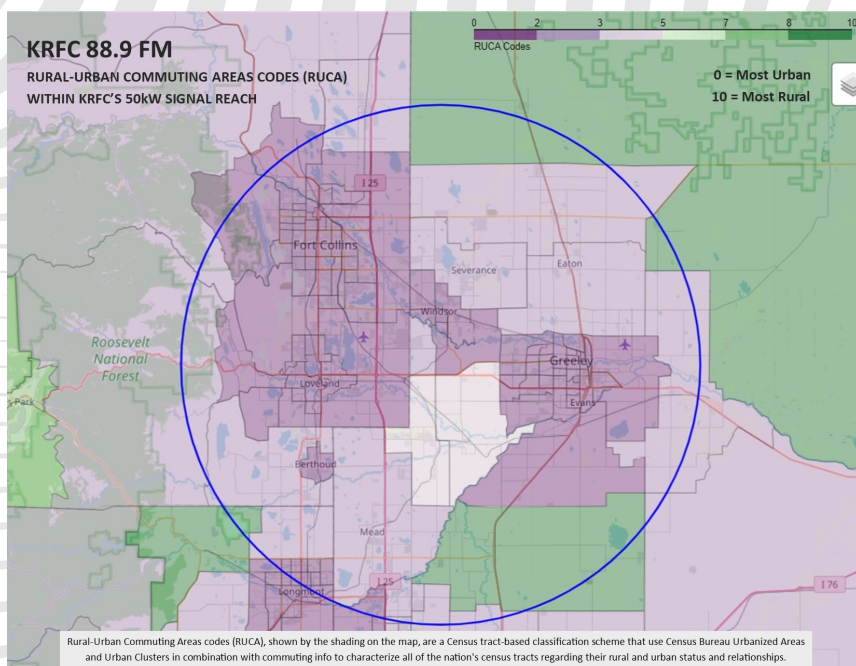


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## 2023 LISTENERS Cont.

### LOCATION & OVER-AIR REACH

KRFC completed a successful capital campaign in 2022 to build its own radio tower and launch its new HD 50,000 Watts signal. This has increased KRFC's reach to a population area of close to 1,000,000 people along the front range, a 125% increase from the station's previous 3,000 Watts signal. The new signal has expanded KRFC's reach into parts of Larimer and Weld Counties previously unreached by the station, as well as parts of Boulder, Denver and Clear Creek Counties. KRFC also streams online worldwide on [WWW.KRFCFM.ORG](http://WWW.KRFCFM.ORG).



### PERSONAL

**51%** Men



**49%** Women



**60%** Married



**70%** AGE 34 - 65



### FINANCIAL

**45%** = Professional / Managerial

**61%** = Earn Over \$50,000/Year

**ANNUAL HOUSEHOLD INCOME**

**14.8%** = \$100,000 - \$124,999

**7.4%** = \$35,000 - 39,999

**11.8%** = \$20,000





# 2023 NON-PROFIT UNDERWRITING PARTNERS

## NON-PROFIT PARTNER PACKAGES



### AIRING AT 50,000 Watts

- Now reaching a broader audience and providing an enhanced listening experience.



### ON-AIR ANNOUNCEMENTS

- 30-second produced spots

### SOCIAL MEDIA

- Social Media welcome post about your organization at the beginning of contract



### WEBSITE

- Logo and Link on Website with Click-Through
- Add Events On the KRFC 88.9 FM Community Calendar



### THE NON-PROFIT WILL PROVIDE

#### KRFC 88.9 FM WITH THE FOLLOWING:

- KRFC 88.9 FM logo on website
- KRFC 88.9 FM banner displayed at events (provided by station)
- Stage announcements (eg. "Earth Day presented by KRFC 88.9 FM")
- KRFC 88.9 FM logo and mention of thanks on all social media blasts
- KRFC 88.9 FM logo and mentions on all email blasts

### ANNUAL PACKAGES

Annual Price	Spots Per Week	Value
\$1,000	5	\$7,800
\$2,000	7	\$10,920
\$3,000	9	\$14,040

NOTE: Non-profit partners must prove 501(c)(3) non-profit status and be within the KRFC 88.9 FM coverage area.



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# 2023 COMMUNITY PARTNERSHIPS

## LEVEL 1: ROCK STAR \$20,000

- Provides 30 Mentions Per Week
- 1x LIVE@LUNCH® Appearance In The Year (Schedule Permitting)
- Logo on KRFC 88.9 FM Website (With Click-Through to Client Website)
- Rotating Digital Ad
- Client Supplied Banner at KRFC 88.9 FM Events
- (Value: \$50,000+)

## LEVEL 2: PRODUCER \$12,500

- Provides 20 Mentions Per Week
- 1x LIVE@LUNCH® Appearance In The Year (Schedule Permitting)
- Logo on KRFC 88.9 FM Website (With Click-Through to Client Website)
- Rotating Digital Ad
- Client Supplied Banner at KRFC 88.9 FM Events
- (Value \$35,000+)

## LEVEL 3: TOUR MANAGER \$10,000

- Provides 15 Mentions Per Week
- 1x LIVE@LUNCH® Appearance In The Year (Schedule Permitting)
- Logo on KRFC 88.9 FM Website (With Click-Through to Client Website)
- Rotating Digital Ad
- (Value: \$25,000+)

## LEVEL 4: PROMOTER \$7,800

- Provides 10 Mentions Per Week
- Logo on KRFC 88.9 FM Website (With Click-Through to Client Website)
- (Value: \$18,000+)

## LEVEL 5: ROADIE \$3,500

- Provides 5 Mentions Per Week
- Logo on KRFC 88.9 FM Website (With Click-Through to Client Website)
- (Value: \$8,000+)

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