



DIGITAL ADVERTISING & UNDERWRITING

HEAR
YOUR
MESSAGE

ON AIR
91.3 FM
COVERING SLO + BEYOND
(see map below)

KCPR.ORG
ONLINE
10,000+ MONTHLY LISTENER SESSIONS

SUPPORTED
ON
DESKTOP, MOBILE, & ON THE IHEARTRADIO APP

UNDERWRITING RATES

INCLUDES DIGITAL ADVERTISING ON KCPR.ORG

MORNING 6AM – 12PM

1 SPOT every 2 hours | 3 SPOTS /day | 90 SPOTS /month

\$100
per mth

In the morning, KCPR airs news shows *Democracy Now* from 8am to 9am and *Mustang News on KCPR* from 9am to 10am during *The Breakfast Club*, a daypart show that features easy tunes and good vibes to start your day off right.

AFTERNOON 12PM – 6PM

1 SPOT every 2 hours | 3 SPOTS /day | 90 SPOTS /month

\$150
per mth

In the afternoon, KCPR airs *Afternoon Delight* from 12pm to 3pm, a daypart show that turns the good vibes up a notch to ward off the afternoon slump, and *The Comedown* from 3pm to 6pm, a daypart show that helps you wind down on your drive home with mellow tunes.

EVENING 6PM – 12AM

1 SPOT every 2 hours | 3 SPOTS /day | 90 SPOTS /month

\$200
per mth

In the evening, KCPR airs *Mustang News on KCPR* from 6pm to 7pm during *The Lounge*, a daypart show that keeps you rockin' into the night and provides the ultimate tunes to jam to.

ALL DAY 6AM – 12AM

1 SPOT every 2 hours | 9 SPOTS /day | 270 SPOTS /month

\$350
per mth
(bundle + save)

KCPR features a diverse lineup of daypart shows and news hours to keep our listeners informed and entertained throughout the whole day.

KCPR FM

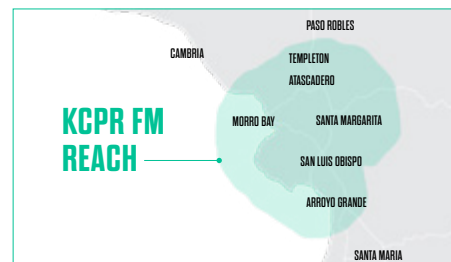
KCPR 91.3 FM is Cal Poly's student-run, alternative radio station broadcasting over the air and online at KCPR.org. Starting with a morning news show and continuing throughout the day with a variety of day part shows hosted by our DJ's, KCPR FM provides the Cal Poly community music ranging from indie to punk and all the deep cuts in between. Tune in to KCPR live from your radio at 91.3 FM, or from anywhere in the world with our live stream on KCPR.org supported on desktop, mobile, and the iHeartRadio app.

AUDIENCE

KCPR maintains a special relationship with the community, catering to Cal Poly's student population and residents of the surrounding local area. The station has many devoted listeners who trust KCPR's voice, from current students and locals to alumni and family members of students from across California and the nation.

LOCAL REACH

KCPR's on-air signal covers San Luis Obispo County, spanning from Templeton to Arroyo Grande. The KCPR.org online stream garners listeners from across the globe.



UNDERWRITING

Underwriting is a distinctive way to advertise your business, product, service, or event with an audience that is emotionally invested in their local radio station. It serves as an opportunity for unique and creative advertising that is not conveyed through other mediums, and is an effective way to reach an audience that generally resists traditional advertising.

The following is included with all KCPR Underwriting packages:

- Production of a 15-second spot
- Leaderboard ad on KCPR.org

The FCC regulates the language used in underwriting spots.



KCPR.ORG ONLINE DIGITAL ADVERTISING

INCLUDED WITH ALL UNDERWRITING PACKAGES

SEE
YOUR
MESSAGE

100,000+
YEARLY
PAGE VIEWS

40,000+
UNIQUE
WEB PAGE VISITORS



KCPR.ORG

KCPR.ORG is home to what is new, now and next in SLO — from music, events, and nightlife to student lifestyle and local guides. Our website features articles that cover local interests, new music, and interviews with artists. Our social media platforms highlight the latest artists, culture, news, and upcoming events.

Digital ads visually communicate to KCPR's audience about your business, product, service, or event, allowing visitors to KCPR.org to interact with your ad through clickable links.

All KCPR Underwriting packages include: digital advertising on KCPR.org in the form of a leaderboard ad featured at the top of the homepage and above articles and other website content, supported on desktop and mobile web browsers.

GET IN TOUCH WITH US!

✉ marketing@kcpr.org

🌐 kcpr.org



📱 @kcpr913

LEADERBOARD

728 x 90 px
320 x 50 px mobile

