

UNDERWRITE WITH KCPR

WHAT IS UNDERWRITING?

Underwriting is an authentic way to connect your product or service with an audience that has financially invested into their radio station. While the FCC regulates the language used in underwriting spots it is an effective way to reach millennials who generally resist traditional advertising.

DEMOGRAPHICS AGE

70% of web traffic is millennials
18–24: 48% of web traffic
25–34: 22% of web traffic

GENDER

57% Male
43% Female

RECENT GROWTH

Online web traffic improved by 600% from July 2015 to October 2015.
3K Facebook followers and growing.

RECENT PARTNERS

Urban Outfitters
Foothill Cyclery
Golden 1

RATES

Underwrite an hour of a weekly show for only \$100 a month. The package includes:

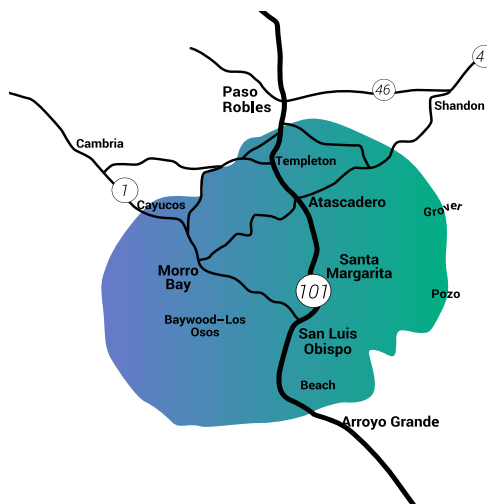
- 40 on air spots per week (2 spots per hour)
- Production of a 15 second spot
- Mention on the supporter section of KCPR.org

WHO IS KCPR?

KCPR is Cal Poly's Radio station broadcasting over the air at 91.3FM and online at kcpr.org. After a restructuring, KCPR is now under the guidance of Mustang Media Group and the Cal Poly Journalism Department. After coming off of a record setting pledge drive over \$17,000, KCPR is planning to relaunch its new brand to Cal Poly's campus of 20,000 students in February and is looking for launch partners.

RECENT AWARDS

2014 – 2015 Poly Picks
Mustang News: Best SLO Radio
2015 Best College Radio
Stations: #4
2015 College Music Journal Nominee for Biggest Improvement in College Radio



REACH

KCPR's on air signal covers San Luis Obispo county spanning from north of Paso Robles to Arroyo Grande. KCPR's online stream garners listenership from San Francisco to Los Angeles and the world.