CONNECT WITH THE MUSIC ENTHUSIASTS WHO SHAPE NORTH TEXAS

Reaching listeners who value discovering new things and demonstrate their interests through active engagement
KXT 91.7 PLAYS TO CURIOUS MUSICAL MINDS — LOTS OF THEM

KXT 91.7 is Independent Music Radio. One of the most listened-to public Triple-A music stations in the country, KXT feeds a North Texas community hungry for new music and ideas and hosts an online audience of listeners from around the world.

Throughout the day, KXT fans tune in to an eclectic blend of acoustic, alt-country, indie rock, alternative, blues and soul, classic rock and world music from new, local and legendary artists. In addition to exploring deep album cuts, *KXT Live Sessions* feature intimate performances from classic artists and new breaking acts on-site and in-studio.

TUNED IN — TURNED ON

Each week, KXT reaches over 255,900* unique listeners\(^1\)

Sponsorship elevates your brand and enhances corporate image

71% of listeners hold a more positive opinion of a company that supports public radio\(^2\)

70% of listeners prefer to buy products or services from public radio sponsors\(^2\)

SPONSORSHIP OF KXT REACHES EARLY ADOPTERS COMMITTED TO DISCOVERY AND DEFINING WHAT’S NEXT

EDUCATED
53% more likely to have a post-graduate degree / completed post-graduate work

INFLUENTIAL
89% more likely to contribute money to a political cause

AFFLUENT
32% more likely to earn an individual income of $75k+

CULTURAL
141% more likely to attend a paid ticket musical concert

COMMUNITY-MINDED
106% more likely to do volunteer work

Source: Scarborough 2017 Sep 16 – Feb 17. Metro P18+

SPONSOR MESSAGES STAND OUT IN AN UNCLUTTERED ENVIRONMENT
KXT’s clutter-free environment keeps audiences engaged. Concise sponsorship messages in a no-hype tone make the most of this high-credibility environment: 15-second radio announcements written in an objective style that the public media audience expects and appreciates.

TYPICAL RADIO HOUR: 2½ minutes of sponsor messages versus 13 minutes of advertising and promotion on commercial radio
A MULTIPLATFORM, MULTILAYERED SOLUTION
FURTHER YOUR MARKETING GOALS BY ENGAGING NORTH TEXAS MUSIC CONNOISSEURS THROUGH KXT’S MULTIPLE TOUCHPOINTS

Expand your reach by utilizing multimedia across the KERA family

KERA TV | KERA FM | KXT 91.7 | Art&Seek

MISSION
North Texas Public Broadcasting serves North Texans through public television, radio and multimedia resources that educate, engage, inspire, inform and entertain.

KERA and KXT Corporate Sponsorship
3000 Harry Hines Boulevard | Dallas, TX 75201
214.740.9230 | sponsorkxt.org

Market Enginuity® manages sponsorship sales for KERA and KXT with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

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