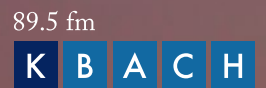


Connect with the People Who Shape Greater Phoenix

Providing the highest concentration of educated,
affluent and community-minded citizens, KJZZ-NPR
and Classical K-BACH deliver an influential audience





Each month, over **737,600** different people listen to **KJZZ AND K-BACH**

Our audience is more likely than the average Greater Phoenician to be:

EDUCATED...

This contributes to making them more:

INFLUENTIAL

They drive trends through word of mouth and influence corporate & social networks

AFFLUENT

With discretionary income they have immense purchasing power

CULTURAL

Passionate about the arts, they flock to cultural events

COMMUNITY-MINDED

They participate in local initiatives and are highly active in the community



Underwriting Generates Marketing Results

KJZZ: Listeners connect to a world of perspectives through award-winning local reporting and national news, talk and entertainment from highly-regarded public media producers including **NPR®**. In the evenings they enjoy artfully curated **classic jazz** and **blues**.

K-BACH: The 'Heart of the Arts' in the Valley, K-BACH makes **classical music** accessible with friendly and educational commentary.

INDEPENDENT. NONCOMMERCIAL. MISSION-DRIVEN. The independent, educational missions of KJZZ and K-BACH anchor the passionate bond our community shares with us.

You Don't Have to Shout to Be Heard and Remembered



Less than 5 minutes of sponsor messages per hour on public radio — versus — **up to 18 minutes** of advertising per hour on commercial radio

Public Radio's clutter-free environment keeps listeners in active listening mode. Your message will stand out and prompt action.

78% of listeners have taken direct action as a result of a public media sponsorship

61% hold a more positive opinion of a company that supports public radio

54% prefer to purchase products and services from public radio supporters when price and quality of those products/services are equal

48% find sponsors of public radio to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2013

The audience, environment and the relationship your organization builds through sponsorship of KJZZ and K-BACH make it uniquely efficient and effective.

By virtue of supporting KJZZ and K-BACH, the connection you build with the audience instills a **halo effect** that predisposes their desire to do business with you.

Your KJZZ and K-BACH representative will work with you and your budget to customize an underwriting campaign with these options:

- :15 Broadcast announcements written in an objective style that listeners expect and appreciate
- Challenge grants to support our nonprofit member drives
- Web and digital marketing
- Special events



MISSION

The mission of KJZZ 91.5FM and K-BACH 89.5FM is to provide objective, intelligent news and information programming, along with engaging musical and cultural entertainment free of commercial constraints, as a public service for our community.

KJZZ 91.5FM and K-BACH 89.5FM

2323 W. 14th Street

Tempe, AZ 85281

480-834-5627

www.kjzz.org

www.kbach.org

KJZZ and K-BACH Sponsorship Representatives

3131 E. Clarendon Avenue

Suite 105

Phoenix, AZ 85016

602-824-9480

Market Engineuity® manages sponsorship sales for KJZZ and K-BACH with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

PHOTOGRAPHY CREDITS

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