

# WANT TO EXPAND YOUR CIRCLE?

Corporate sponsorship is a natural progression for Business Circle Members who seek greater notoriety and more marketing benefits.

Sponsorship plans crafted especially for Business Circle Members provide latitude for growth.

- **Customized 15-second messaging of your own.** You can make a branding statement that highlights your products or services and include your website to drive traffic. KUT and KUTX corporate support experts consult with you to learn your marketing goals and collaborate to write your message.
- **A minimum of 20 messages monthly for a year.** Consistent messaging over time keeps your business top-of-mind when listeners are shopping for your products or services.
- **Broad reach.** With messages airing throughout the day and year, you increase your exposure to more KUT and KUTX fans. Welcome new and different ears into your orbit.

## EXPAND YOUR CIRCLE SPONSORSHIP PLANS

Effective radio campaigns reach a significant portion of the station's audience enough times to build message recall and elicit response. While plans can be customized further, the following five options provide a solid foundation for your first expansion from Business Circle Membership to sponsorship.

## KEY RADIO CAMPAIGN DEFINITIONS

### REACH

The minimum number of individual listeners that will hear your message at least once during the campaign.

### FREQUENCY

Average number of times that each listener will hear your message. Generally, listeners must hear a message a minimum of three times before they remember it and respond to it.

### GROSS IMPRESSIONS

The total number of times the message is heard, including duplication. For example, if a schedule reaches 100,000 people, each an average of 3 times, the gross impressions equal 300,000.



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# SURROUND SOUND

## KUTX ONLY | \$6K ANNUAL

M-SU	6A-7P	Prime Rotators	8x	:15	(4x/wk, 2 wks)
M-SU	7P-12A	Evening Rotators	8x	:15	(4x/wk, 2 wks)
M-SU	6A-12A	Bonus Broad Rotators	4x	:15	(2x/wk, 2 wks)

**240**  
:15 sponsor  
messages  
20x/month

### REACH

179,900 Adults 18+

### FREQUENCY

4.3

### GROSS IMPRESSIONS

772,800

**\$500/MONTH**  
**\$6,000 ANNUAL  
SPONSORSHIP**

*Source: Nielsen  
Feb 22-Mar 23  
12 month average*

## ARE YOU SPONSORSHIP-CURIOUS?

Let's discuss your goals and  
sponsorship plan interest.

### **Pamela Power**

Director, Sponsorship Sales  
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# NEWS CYCLE

## KUT ONLY | \$9K ANNUAL

M-SU	5A-8P	Prime Rotators	6x	:15	(3x/wk, 2 wks)
M-SU	8P-12A	Evening Rotators	10x	:15	(5x/wk, 2 wks)
M-SU	5A-12A	Bonus Broad Rotators	4x	:15	(2x/wk, 2 wks)

**240**  
:15 sponsor  
messages  
20x/month

### REACH

242,700 Adults 18+

### FREQUENCY

3.4

### GROSS IMPRESSIONS

816,000

**\$750/MONTH**

**\$9,000 ANNUAL  
SPONSORSHIP**

*Source: Nielsen  
Feb 22-Mar 23  
12 month average*

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# IN THE LOOP

## KUT/KUTX COMBO | \$9K ANNUAL

### KUT

M-SU	5A-8P	Prime Rotators	4x	:15	(1 wk)
M-SU	8P-12A	Evening Rotators	4x	:15	(1 wk)
M-SU	5A-12A	Bonus Broad Rotators	2x	:15	(1 wk)

### KUTX

M-SU	6A-7P	Prime Rotators	6x	:15	(3x/wk, 2 wks)
M-SU	7P-12A	Evening Rotators	5x	:15	(2-3x/wk, 2 wks)
M-SU	6A-12A	Bonus Broad Rotators	4x	:15	(2x/wk, 2 wks)

**300**  
:15 sponsor  
messages  
25x/month

### REACH

358,500 Adults 18+

### FREQUENCY

3.0

### GROSS IMPRESSIONS

1,080,000

**\$750/MONTH**

**\$9,000 ANNUAL  
SPONSORSHIP**

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# CIRCLE OF INFLUENCE

## KUT/KUTX COMBO | \$12K ANNUAL

### KUT

M-SU	5A-8P	Prime Rotators	6x	:15	(3x/wk, 2 wks)
M-SU	8P-12A	Evening Rotators	6x	:15	(3x/wk, 2 wks)
M-SU	5A-12A	Bonus Broad Rotators	6x	:15	(3x/wk, 2 wks)

### KUTX

M-SU	6A-7P	Prime Rotators	6x	:15	(3x/wk, 2 wks)
M-SU	7P-12A	Evening Rotators	4x	:15	(2x/wk, 2 wks)
M-SU	6A-12A	Bonus Broad Rotators	8x	:15	(4x/wk, 2 wks)

**432**  
:15 sponsor  
messages  
36x/month

### REACH

405,500 Adults 18+

### FREQUENCY

4.1

### GROSS IMPRESSIONS

1,670,400

**\$1,000/MONTH**

**\$12,000 ANNUAL  
SPONSORSHIP**

*Source: Nielsen  
Feb 22-Mar 23  
12 month average*

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# AROUND THE CLOCK

## KUT/KUTX COMBO | \$18K ANNUAL

### KUT

M-SU	5A-8P	Prime Rotators	10x	:15	(5x/wk, 2 wks)
M-SU	8P-12A	Evening Rotators	8x	:15	(4x/wk, 2 wks)
M-SU	5A-12A	Bonus Broad Rotators	6x	:15	(3x/wk, 2 wks)
SA-SU	5A-12A	Bonus Broad Rotators	4x	:15	(2x/wk, 2 wks)

### KUTX

M-SU	6A-7P	Prime Rotators	6x	:15	(3x/wk, 2 wks)
M-SU	7P-12A	Evening Rotators	10x	:15	(5x/wk, 2 wks)
M-SU	6A-12A	Bonus Broad Rotators	8x	:15	(4x/wk, 2 wks)
SA-SU	6A-12A	Bonus Broad Rotators	4x	:15	(2x/wk, 2 wks)

**672**  
:15 sponsor  
messages  
56x/month

**REACH**  
436,900 Adults 18+

**FREQUENCY**  
5.5

**GROSS  
IMPRESSIONS**  
2,383,200

**\$1,500/MONTH**

**\$18,000 ANNUAL  
SPONSORSHIP**

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12 month average

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