Nevada Public Radio is NPR in Las Vegas. A growing audience relies on our broadcast, print and digital distribution channels for a unique mix of local, national, and international news, entertainment and cultural content.
Nevada Public Radio is our community’s social hub for news, storytelling, music and cultural content. Our engaged audience views underwriters as trusted partners and respond in kind by utilizing their products and services.

77% of listeners take action in response to something heard on NPR.*

*NPR State of Sponsorship Survey, March 2019
The award-winning city magazine that’s all about greasing the social gears that make living in southern Nevada feel more meaningful and connected.

Sparking dialogue, engaging audiences and providing Nevada’s citizens with the knowledge they need to make informed decisions.

We provide users with a place to interact, learn and connect on a deeper level via web tiles, e-blasts and our audio player pre-roll.

Pub crawls, online auctions, corporate challenges... pub crawls - this is your chance to engage directly with our growing and diverse membership roster.

Southern Nevada’s only 24-hour classical music station, featuring Performance Today, From the Top and everyone’s favorite - Hearts of Space.
Our educated, affluent and news-seeking audience is actively engaged in fact-based, trusted journalism and storytelling that examines diverse perspectives. It’s no wonder NPR was named the "#1 brand in America" for “a mission to believe in”.

Curated by people, not a computer algorithm, Classical 89.7 provides an immersive retreat for the educated, curious lifelong learners who listen daily looking for an escape from the grind or another hectic news cycle.

News 88.9 KNPR is simulcast across Nevada, Utah, California and Arizona on the following FM frequencies:

- LAS VEGAS 88.9 KNPR and 89.7 KCNV Classical
- ST. GEORGE, UT 90.3 KSGU
- LUND/ELY 88.7 KWPR
- PANACA 91.7 KLN
- TONOPAH 91.7 KTPH
- ELKO 89.3 KLKR
- BEATTY 91.7
- CALIENTE 88.5
- LAKE HAVASU CITY, AZ 91.7
- LAUGHLIN 88.1
- BULLHEAD CITY, AZ 89.5
- MESQUITE 88.1
- MOAPA, NV 89.9
- RIDGECREST 88.1
- CHINA LAKE, CA 88.1
- ROUND MOUNTAIN 89.3
- SCOTTY’S JUNCTION 88.1
DEMOGRAPHICS + RATES

NEWS 88.9 KNPR
170,300
WEEKLY RADIO LISTENERS
2 hours
AVERAGE WEEKLY TIME SPENT LISTENING

CLASSICAL 89.7
50,900
WEEKLY RADIO LISTENERS
1 hour
AVERAGE WEEKLY TIME SPENT LISTENING

84% More likely to hold a bachelors degree
69% More likely than the average Las Vegas Household to have an income of over $100,000
51% Home ownership
60% more likely to have dined in an upscale restaurant in the last 30 days
65% More likely to hold a position in management, business, financial operations, or proffesional occupation.

UNDERWRITING RATES FOR KNPR & KCNV
Specific Time Periods

<table>
<thead>
<tr>
<th>Mon-Sun</th>
<th>Daypart</th>
<th>KNPR M-F $ per spot</th>
<th>KNPR Sat-Sun $ per spot</th>
<th>KCNV M-Su $ per spot</th>
<th>Combo $ per 2 spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>5a-6a</td>
<td>AM</td>
<td>$40</td>
<td>$25</td>
<td>$20</td>
<td>$50</td>
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<tr>
<td>6a-10a</td>
<td>Morning Drive</td>
<td>$110</td>
<td>$60</td>
<td>$50</td>
<td>$145</td>
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<tr>
<td>10a-3p</td>
<td>Mid-day</td>
<td>$75</td>
<td>$50</td>
<td>$35</td>
<td>$105</td>
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<tr>
<td>3p-7p</td>
<td>Afternoon Drive</td>
<td>$95</td>
<td>$45</td>
<td>$40</td>
<td>$120</td>
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<tr>
<td>7p-12a</td>
<td>Evening</td>
<td>$35</td>
<td>$25</td>
<td>$15</td>
<td>$45</td>
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</tbody>
</table>

TOTAL AUDIENCE PLAN

<table>
<thead>
<tr>
<th>Mon-Sun</th>
<th>Daypart</th>
<th>KNPR M-Su $ per spot</th>
<th>KCNV M-Su $ per spot</th>
<th>Combo $ per 2 spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotate through 3 time periods (5a - 7p) Minimum purchase 3</td>
<td>$90</td>
<td>$35</td>
<td>$125</td>
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<tr>
<td>Rotate through 4 time periods (5a - 12a) Minimum purchase 4</td>
<td>$80</td>
<td>$30</td>
<td>$120</td>
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</table>

Nielsen: LAS VEGAS; Scarborough R1 2019: Mar18-Mar19; Metro; P 18+; PPM Analysis Tool, May 2019
CULTURE, COMMUNITY, AND CONVERSATION

177,000+ readers can’t get enough of this monthly collection of curiosity, wonder, frustration, enthusiasm, cynicism and weird defensiveness that is Southern Nevada’s premier city magazine. Desert Companion celebrates the valley’s vibrant arts, culture and dining scenes, but also serious narrative journalism and thoughtful perspective that, particularly in an era where discourse is angry link-spamming on Facebook, seems increasingly rare.

### 2020 EDITORIAL CALENDAR*

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>FEATURE EDITORIAL</th>
<th>OTHER PLANNED EDITORIAL</th>
<th>SPECIAL ADVERTISING SECTION/EVENTS*</th>
<th>DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>The Best Issue</td>
<td>Outdoors</td>
<td>Education Today</td>
<td>12.05.19  12.10.19</td>
</tr>
<tr>
<td>MARCH/APRIL</td>
<td>The Sports Issue</td>
<td></td>
<td>Henderson Now</td>
<td>02.05.20  02.10.20</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>The Travel Issue</td>
<td></td>
<td>Desert Homes</td>
<td>04.06.20  04.10.20</td>
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<tr>
<td>SUMMER BONUS</td>
<td>The Photo Issue</td>
<td></td>
<td>Healthy Living Recycling Day*</td>
<td>05.15.20  05.22.20</td>
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<tr>
<td>JULY/AUGUST</td>
<td>The Health Issue</td>
<td>Top Doctors, Top Dentists, Summer Dining</td>
<td>Medical and Dental Profiles Issue party*</td>
<td>06.05.20  06.10.20</td>
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<tr>
<td>SEPT/OCT</td>
<td>The Culture Issue</td>
<td></td>
<td>Your Neighborhood</td>
<td>08.05.20  08.10.20</td>
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<tr>
<td>FALL BONUS</td>
<td>The Music Issue</td>
<td></td>
<td>TBD</td>
<td>09.18.20  09.25.20</td>
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<tr>
<td>NOV/DEC</td>
<td>The Dining Issue</td>
<td>The Restaurant Awards</td>
<td>Giving Guide Restaurant Awards Luncheon*</td>
<td>10.05.20  10.12.20</td>
</tr>
</tbody>
</table>

*Subject to sudden, spastic, bewildering change  

**NOTE:** submission of new material after space deadline may be subject to a $500 late charge.
50,000 CIRCULATION PER ISSUE
177,000 READERSHIP PER ISSUE (OVER 3X TOUCH)

OUR READERS
68% Have attended college.
98% more likely than average adult to have a household income of over $100,000
98% more likely to be employed in management, business, financial and operations.
74% own their home.

ADVERTISING RATES FOR DESERT COMPANION

COVERS

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
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<th>6x</th>
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<tr>
<td>Inside Front</td>
<td>$7,325</td>
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<td>Inside Back</td>
<td>$6,660</td>
<td>$6,055</td>
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<tr>
<td>Outside Back</td>
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<td>Premium Pages</td>
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<td>$5,085</td>
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RUN OF BOOK

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<tr>
<td>Spread</td>
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<tr>
<td>Full Page</td>
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<td>$3,200</td>
<td>$2,905</td>
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<tr>
<td>2/3 Page</td>
<td>$2,580</td>
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<td>$1,930</td>
<td>$1,760</td>
<td>$1,600</td>
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<tr>
<td>1/3 Page, Vert or Sq</td>
<td>$1,420</td>
<td>$1,290</td>
<td>$1,175</td>
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<tr>
<td>1/6 Page, Horz or Vert</td>
<td>$800</td>
<td>$745</td>
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MARKETPLACE

<table>
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<tr>
<th></th>
<th>1 unit</th>
<th>2 unit</th>
<th>3 unit</th>
<th>4 unit</th>
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<tr>
<td>UNIT</td>
<td>$250</td>
<td>$500</td>
<td>$750</td>
<td>$1,000</td>
<td>$1,500</td>
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</table>

You supply the copy* & photos and we will provide the style & design. Logo placement available with purchase of 4+ units. A full page consists of 9 units.

All rates are NET. Notification of cancellation must be received 30 days from applicable space deadline, otherwise short-rate may apply.

AD SIZES

SPREAD
Live: 16” x 10”
Trim: 16.75” x 10.75”
Bleed: 17.25” x 11.25”

FULL PAGE
Live: 7.625” x 10”
Trim: 8.375” x 10.75”
Bleed: 8.875” x 11.25”

2/3 PAGE
5” x 10”

1/2 PAGE
5” x 7.4375” (vertical)
7.625” x 4.875” (horizontal)

1/3 PAGE
2.625” x 10” (vertical)
5” x 4.875” (square)

1/6 PAGE
2.625” x 4.875” (vertical)
5” x 2.3125” (horizontal)

*Misena: LAS VEGAS; Scarborough R1 2019: Mar18-Mar19
TAP AND CLICK

Our engaged audiences are passionate doers, and they do what they view. Harness the influence of Nevada Public Radio’s reputation and connect with these audiences through content specifically acquired and produced for the web and social media that includes web tile opportunities, e-blasts to more than 24,000 members and users and video/audio ads that play when our KNPR, Classical 89.7 and NV89 streams are launched.

DIGITAL MEDIA

20,000+ SELF SUBSCRIBERS TO E-BLASTS

170,000 IMPRESSIONS MONTHLY FOR WEB TILES

E-BLASTS

ISSUES WEDNESDAY AFTERNOON

GREAT FOR EVENTS

ANALYTICS REPORT AVAILABLE

WEB TILES

VISITORS CAN CLICK DIRECT TO LINK

ANALYTICS REPORT AVAILABLE

TILE FOLLOWS VISITOR THROUGH SITE

WEB PLAYER AUDIO

VIDEO ENABLED

LISTENER/VIEWER CANNOT OPT OUT

ANALYTICS REPORT AVAILABLE
COMMUNITY SHOUTREACH

Corporate Challenge, Online Auctions, Recycle Days and Desert Companion issue parties complement our diverse portfolio with unique opportunities to connect with audiences that may not otherwise engage with Nevada Public Radio.

Corporate Challenge Sponsorship

We rely upon funding from our partners to stay independent, and in turn, recognize their contributions through on-air day sponsor messaging.

Online Auction Sponsorship

Corporate Sponsors can enjoy exposure to our supporting bidders and brand alignment with a good cause.

Recycle Day

offers our Corporate Sponsors a prime opportunity to show their support of community effort.

Issue Parties and Events

Gives our Corporate Sponsors a chance to be in the spotlight by bringing events like Trivia Night, Best of the City and The Photo Showcase to our audience that highlight the feature editorial of Desert Companion.
54% of DC readers have an annual household income above $100,000.

54% of readers frequently purchase products or services from ads they see in Desert Companion.

Readers’ planned purchases during the next 12 months:
- 81% Dining & Entertainment
- 75% Women’s Apparel
- 65% Medical Services
- 63% Men’s Apparel
- 60% Travel

68% of readers keep their Desert Companion for a month or more before discarding it.

46% of Desert Companion readers have graduated college.