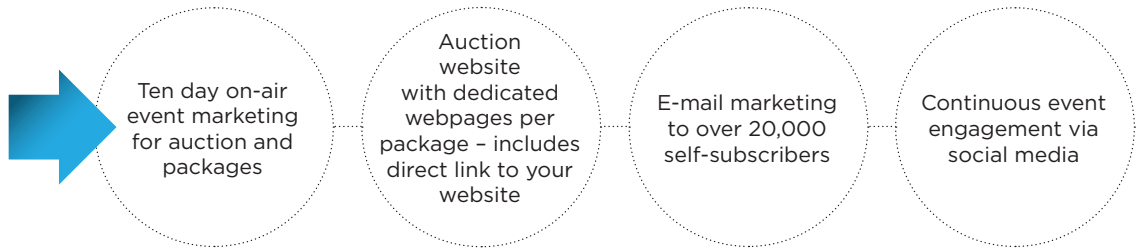


VALUABLE 100% TRADE MARKETING OPPORTUNITY!

NEVADA PUBLIC RADIO'S ONLINE AUCTION IS A TEN-DAY FULLY INTEGRATED MARKETING CAMPAIGN THAT GIVES BUSINESSES LIKE YOURS EXTENSIVE ON-AIR, ONLINE AND SOCIAL MEDIA EXPOSURE TO AN AFFLUENT, WELL-EDUCATED AUDIENCE WHILE RAISING VITAL REVENUE FOR INDEPENDENT JOURNALISM AND CULTURAL CONTENT.

HOW IT WORKS

Donate signature package(s), gift cards, or physical items. Receive a fully integrated marketing campaign across all platforms



WHY PUBLIC RADIO LISTENERS CONNECT WITH PUBLIC RADIO SUPPORTERS

60%

Hold a more positive opinion of sponsors that support public radio

52%

Prefer to buy products or services from public radio supporters

58%

Agree sponsors on public radio are more credible than those on commercial radio

DEMOGRAPHICS

NEVADA PUBLIC RADIO LISTENERS ...



63%
MORE LIKELY TO PURCHASE WINE THAN THE AVERAGE U.S. CONSUMER

DINE OUT
3-5 TIMES PER WEEK



ARE MORE LIKELY TO ATTEND LIVE THEATRE

104%

47%

HOLD A COLLEGE DEGREE OR HIGHER



TRAVEL
27.5% HAVE TAKEN AT LEAST 6 TRIPS IN THE PAST YEAR

36.1%

MORE LIKELY TO HAVE A HOUSEHOLD INCOME OF OVER \$100,000

79.7%

OWN THEIR OWN HOME