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...

47% Hold a college degree or higher

63% More likely to purchase wine than the average U.S. consumer

60% More likely to attend live theatre

36.1% More likely to have a household income of over $100,000

27.5% Have taken at least 6 trips in the past year

Dine out 3-5 times per week

63%

104%

79.7%

OWN THEIR OWN HOME