



Phoenix Public Radio Delivers Clients

Phoenix public radio reaches more than 350,000 educated, affluent and influential consumers each week. As listener-supported, nonprofit, public radio stations, KJZZ-NPR (91.5 FM) and KBAQ-Classical (89.5 FM) will position your business in a clutter-free marketing environment that delivers loyal clientele.

NPR SUPPORTS CHAMBER MEMBERS

Phoenix public radio delivers dual marketing benefits to your company: Your message reaches a devoted audience that is hard to capture, and you build goodwill by supporting a nonprofit. We want to show our support of your good business practices:

All Greater Phoenix Chamber of Commerce members receive a bonus schedule, valued at 10% of your total flight!

SAVE THESE DATES

Key times on the public radio calendar make it affordable for even the smallest business to reach consumers:

Independents Week – July

Celebrate locally owned businesses by marketing during this weeklong campaign

Summer Sizzler – June-August

Realize up to 50% off standard rates to stimulate off-season business

Holiday Cheer – December, January

Kick the New Year off with a bang with special end-of-year packages

Wavelength Magazine – January, March, September

Match on-air messages with visual ads in the stations' donor magazine, c 25,000

EDUCATED

50% have college degrees

AFFLUENT

43% have household incomes exceeding \$75,000



INFLUENTIAL

43% have careers defined as "professional" / "management" "executive"

AWARE

82% say they "always" vote in local, state or national elections

YOUR MESSAGE WILL STAND OUT

Your business will be remembered by our listeners – your future clients.

- Only five, stand-alone spots air in any given hour on KJZZ / KBAQ
- Production is free and all spots are read by station personalities
- 88% of listeners have good opinions of companies that sponsor public radio

Phoenix Public Radio – KJZZ-NPR and KBAQ-Classical – can create a custom radio schedule for any size business, starting at as little as \$600 per month. We hope you will consider using nonprofit public radio for your marketing ventures.



ENGAGED

56% attended an art museum, theatre, dance, opera or symphony event last year

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