



RADIO K

REAL COLLEGE RADIO

MEDIA KIT

LOCAL - INDEPENDENT - STUDENT-RUN

RADIO K
770 AM 100.7 & 104.5 FM
★ Real College Radio ★

WHAT IS RADIO K?

Radio K is the award-winning, student-run radio station of the University of Minnesota, playing an eclectic variety of independent music both old and new.

Who listens?

50% are under 35 years of age

96% are college-educated

83% support local businesses

Reach your ideal target audience:

Listeners support our underwriters

Attract new customers by aligning with Radio K



Our Audience is

HUGE

online and on-air...

62,600 UNIQUE LISTENERS

MINNEAPOLIS-ST. PAUL: MAY 2024, PERSONS 6+, MON-SUN, 6 A.M. - MIDNIGHT
PRODUCED BY RRC FROM DATA © 2024 NIELSEN, INC.

FACEBOOK: 11,000 FOLLOWERS

X: 15,300 FOLLOWERS

YOUTUBE: 7,340 FOLLOWERS

TIKTOK: 1,045 FOLLOWERS

**49,000 NEW USERS
ON RADIOK.ORG**

Google Analytics May 2023 - June 2024

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AROUND THE CORNER OR AROUND THE WORLD:

FM, AM, STREAMING, AND MOBILE

100.7 FM Minneapolis/St. Paul 24/7

104.5 FM Minneapolis 24/7

106.5 FM St. Louis Park 24/7

770 AM Minneapolis/St. Paul Daylight Hours

Online Everywhere at RadioK.org

iPhone and Android apps

TESTIMONIALS

05

“RADIO K NEVER BORES ME. IT'S NEVER 'FORMULAIC', IT'S HAND-CRAFTED GOODNESS.”

- JOHN FROM MINNEAPOLIS

“I LOVE DISCOVERING NEW MUSIC ... AND BEING VALIDATED WHEN I HEAR ON RADIO K SOMETHING THAT I ALSO THINK IS GOOD.”

- AUDREY FROM ST. LOUIS PARK, MN

“THE MORNING SHOW - ROCK AND ROLL OVER IS THE BEST WAY TO START MY DAY.”

- GREG FROM MINNEAPOLIS

“LOVE THE VARIETY AND KEEPING IN TUNE WITH WHAT'S HAPPENING AT THE U OF MN.”

- STEVE FROM MINNEAPOLIS

“GREAT MUSIC. ALL THE TIME.”

- ANDI FROM MINNEAPOLIS, MN

“MY TIME AT RADIO K WAS THE SINGLE MOST IMPORTANT PART OF MY COLLEGE EDUCATION.”

ADDISON FROM LOS ANGELES, CA

“EXCELLENT MUSIC AND DJS.”

- SHANNON FROM ST. PAUL, MN

“GREAT MUSIC AND MEMORIES.”

- SCOTT FROM EAU CLAIRE, WI

“IT'S THE BEST WAY TO HEAR NEW MUSIC!”

- ADRIENNE FROM ST. PAUL, MN

“LOVE THE EXPOSURE TO NEW MUSIC WHILE REVISITING THE CLASSICS. ALSO APPRECIATE HOW GENUINE AND REAL THE DJS ARE!”

- SARAH FROM MINNEAPOLIS

“LATE, BREAKING MUSIC!”

- KELLEY FROM CHANHASSEN, MN

“MAY RADIO K CONTINUE TO PROVIDE AN AWESOME MUSIC EXPERIENCE FOR WORLDWIDE LISTENERS AND A TRAINING GROUND FOR COLLEGE STUDENTS AT THE UNIVERSITY OF MINNESOTA!”

- JEFF FROM NEW HOPE, MN

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RATE SHEET

On-air Drive Time

\$50 Mon-Fri 6a-9a & 3p-5p

Prime Rotation

\$40 Best Time Available

E-newsletter

\$250 Per Edition

Social Media Mention

\$250 Per Post

Package A

- 12 on-air announcements (15 seconds)
- **Investment: \$250 per month**

Package B

- 30 on-air announcements (15 seconds)
- **Investment: \$450 per month**

Package C

- 90 on-air announcements (15 seconds)
- **Investment: \$900 per month**

THANK YOU!

for supporting local,
independent, student-run radio!

CONTACT

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