



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

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“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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REACH OUR AUDIENCE

Our listeners can be your customers by underwriting our programming.

As an underwriter, informative concise announcements inform listeners of your business and illustrate that you value Real College Radio.

What We Can Say About You On—Air:

- **The name of your business or organization.**
- **The physical location and web address where our listeners can reach you.**
- **Mission statement or value-neutral facts about your services.**
- **A factual highlight like, “serving the Twin Cities since 1978.”**
- **Factual details about an upcoming event and where to find more information.**

Email: radioksales@umn.edu for more details

THANK YOU!

for supporting local,
independent, student-run radio!

CONTACT

email radiok@umn.edu

call 612-625-3500

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