



90.3 FM • 106.7 FM
KFAI.ORG
MINNEAPOLIS • SAINT PAUL

UNDERWRITING

ON-AIR

90.3 FM MINNEAPOLIS
106.7 ST. PAUL



67,000+ MONTHLY LISTENS

ON-DEMAND

LIVE STREAMED & ARCHIVED

Shows are available for two weeks after initial broadcast on kfai.org or our mobile app



300,000+ MONTHLY LISTENS

WHAT IS UNDERWRITING?

Underwriting is KFAI's way of giving on-air recognition to the local businesses and organizations that provide us financial support.

WHY UNDERWRITE?

Target the markets you want to reach. Our format is variety, meaning your announcements reach an unrepeated audience and an unmatched number of target groups.

Reach listeners who won't turn the dial. Our underwriting announcements are brief, informative, and kept to a minimum.

Strengthen your corporate image and enhance employee pride. Customers and employees appreciate businesses that do good. Supporting KFAI demonstrates your commitment to community, education, and public service.

Tax benefits. Write off your underwriting expenses as advertising expenses, or as a donation to a 501(c)(3) nonprofit.

We're a fixture in the Twin Cities, and we're here for good. Since 1978, KFAI has been a respected part of this community. With new technology, programs, and listeners, we are always growing and innovating.

WHY DO WE MATTER?

KFAI proudly engages a robust and diverse audience across the Twin Cities metro. Our DJs and programs are as varied as our listeners, meaning we have something for everybody.

Weekly broadcasts in 12 different languages, providing a unique resource for new American communities and gaining loyal listeners

Genre-spanning musical programming, including Blues, Soul, Rhythm & Blues, Rock, Roots, International Music, Country, Caribbean, Latin, Pop, Jazz, Folk, Zydeco, and Hip-Hop

Locally-produced news and public affairs programming focusing on the voices, music, and happenings of local and national cultural communities

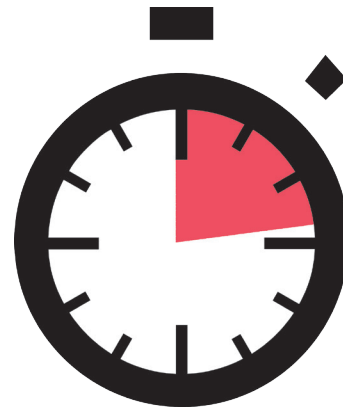
KFAI's listeners are loyal, well-educated, and involved in their communities. They span all ages, and many can't be reached through traditional media channels.

**GROW YOUR BUSINESS.
SUPPORT COMMUNITY RADIO.
UNDERWRITE ON KFAI!**

REACH LISTENERS WHO WON'T TURN THE DIAL



KFAI's underwriting announcements are brief, and informative, averaging 3 minutes per hour.



COMMERCIAL STATIONS average 12 minutes of ads per hour - frustrating many listeners!

YOUR ON-AIR ANNOUNCEMENT

Spots can run up to 30 seconds. You choose the number and frequency of the spots, and KFAI will work with you to determine a broadcast schedule that reaches your target audiences. All writing, talent, production, and scheduling costs are covered by KFAI (for English-language spots). These "spots" describe your business, and can include:

- Your business name, address, telephone number, and website
- A description of your business, services, products, upcoming event
- A slogan or corporate philosophy
- How long you've been in business

LANGUAGES

Translations are available into any of our 11 non-English languages for a one-time fee of \$75. We broadcast in:

Spanish
Somali
Hmong
Oromo
Tigrigna
Amharic
Vietnamese
French
Hindi
Bulgarian
Gaelic



POPULAR SHOWS THROUGHOUT THE DAY



Freewheelin'

38,419 average monthly listens
2-4 p.m., Wednesdays



Root of All Evil

23,593 average monthly listens
1-6 a.m., Sundays



Temposphere

13,145 average monthly listens
7-9 p.m., Saturdays



African Rhythms

10,127 average monthly listens
Noon-2 p.m., Thursdays

JOIN THESE AWESOME UNDERWRITERS

State of Minnesota
City Of Minneapolis
Hennepin County
Summit Brewing

Science Museum of
Minnesota
Ordway Center for the
Performing Arts
The Electric Fetus
MN Spokesman-Recorder

Medtronic
Wilson Law Group
Whole Woman's Health
Cedar Cultural Center
Nightingale
Minnesota United
NAMI Minnesota
Addis Travel
Family Tree Clinic
... and many more!