

KSLU: UNDERWRITING 101

WHY SHOULD I CHOOSE KSLU?

Underwriting with KSLU is a great way to reach potential clients in your area, while also providing integral support to an important community resource.

WHO'S LISTENING?

In the Hammond regional area, KSLU consistently performs as well or better than public radio stations broadcasting from Baton Rouge and New Orleans (including 89.3 FM WRKF, and 89.9 FM WWNO) with listeners ages 12-35, and maintains similar listenership through ages 35-55+. An average of 2,000 people per week tune in to the KSLU Live Stream via KSLU.org. Additionally, an average of 1,000 people per week are listening to KSLU's Blues Channel stream. That's a lot of eyes on our website per week!

When you underwrite with KSLU, as an added bonus, we'll make your business a Featured Sponsor on our page, putting your logo front and center.

SAMPLE SPOT

Support for KSLU 90.9 FM comes from the Hammond Downtown Development District. Located in the heart of the city, Downtown Hammond offers a variety of locally owned shops, restaurants, and entertainment venues, and serves as a hub for Hammond's community of artists and performers. Downtown Hammond is also host to many events throughout the year, including the weekly Hammond Farmers and Crafts Markets, Hot August Night, and Starry November Night. Downtown Hammond: The destination for Lion Nation.

INVESTMENT



Announcement Rates:

- \$8 - \$12 per aired announcement

Premium Programs

- 200/Month

Specialty Programs

- \$350/Month

Specialty Segments

- \$100/Week

KSLU Live Stream

- \$550/Month

KSLU Blues Stream

- \$200/Month

To thank you for your support, we'll add your logo to our Student Union digital billboards, include your logo on kslu.org, and post about your business on our social media pages. Plus, with select packages you'll receive additional FREE underwriting announcements!

Underwriting is 100% Tax Deductible