Connect with the People who Shape Colorado
Colorado Public Radio is a nonprofit 501(c)(3) organization delivering meaningful news, music, and cultural experiences to everyone in Colorado using the power of the human voice in all its forms. Based in Denver and covering much of the state of Colorado, CPR broadcasts three services: CPR News, CPR Classical and Indie 102.3 (new and independent music).

CPR News delivers in-depth, insightful and impartial news and information from around the world, across the nation and throughout Colorado, examining its relevance to our state and connecting it to our community.

CPR Classical takes listeners on an in-depth exploration of thoughtfully curated music – with an emphasis on Colorado’s classical community – providing context to a broad range of meaningful and compelling works from past to present.

Indie 102.3 takes listeners inside the world of new and independent music – exposing them to up-and-coming artists and highlighting Colorado’s local music scene.

Denverite is an online news source dedicated to Denver’s curious and concerned.

KRCC is a public radio station in Colorado Springs, Colorado, serving Southern Colorado. KRCC is operated by Colorado Public Radio in partnership with Colorado College.
Strengthen your brand by aligning it with public media’s best programming. On CPR News, listeners stay updated on national and world news while also being informed about what’s happening in their own backyard with local newscasts and CPR’s daily interview show, Colorado Matters.

“Sponsoring gives us direct access to curious, engaged and motivated citizens while supporting a public organization that shares our values.”

-Michelle Marks, Chancellor, University of Colorado Denver

Programming on CPR News engages, informs and entertains listeners

<table>
<thead>
<tr>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening &amp; Weekend</th>
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| • Morning Edition - award-winning national news from NPR
• Colorado Matters, with Ryan Warner - “Best Talk-Radio Host 2021” - Westword
• 1A
• The Takeaway | • Here & Now
• Fresh Air - thought-provoking interviews with Terry Gross
• Marketplace
• The Daily - featuring journalism from The New York Times
• All Things Considered - the most listened-to, afternoon drive-time, news radio program in the country* | • Wait Wait...Don’t Tell Me!
• This American Life
• Radiolab
• Latino USA
• Snap Judgment
• The Moth
• Reveal
• Throughline
• Planet Money
• How I Built This
• Hidden Brain
• TED Radio Hour |

*Source: Nielsen, 2018
CPR News delivers in-depth, insightful and impartial news and information from around the world, across the nation and throughout Colorado, examining its relevance to our state and connecting it to our community.

**Audience Stats***:

- **55.4%** Male
- **44.6%** Female
- **77.5%** have a college degree or more education
- **53.7%** have a household income over $100,000

The CPR News audience spans generations*:

- **18-24**: 3.6%
- **25-34**: 23.7%
- **35-44**: 15.2%
- **45-54**: 23.5%
- **55-64**: 14.1%
- **65+**: 19.9%

*Source: Nielsen results for KCFR-FM in Denver-Boulder Metro for Feb 2020-Feb 2021

The CPR News audience tunes in for NPR’s most popular programs, plus impactful local news and podcasts.
CPR Classical reaches both young and older adults.*

CPR Classical takes listeners on an in-depth exploration of thoughtfully curated music – with an emphasis on Colorado’s classical community – providing context to a broad range of meaningful and compelling works from past to present.

**CPR Classical listeners tune in for beautiful, soothing music that has touched listeners for centuries.**

**Audience Stats:**

- **55.3%** Male
- **44.7%** Female
- **61.9%** have a college degree or more education
- **43.3%** have a household income over $100,000

*Source: Nielsen results for KVOD-FM in Denver-Boulder Metro for Feb 2020-Feb 2021*
Indie 102.3 takes listeners inside the world of new and independent music, helping them discover up-and-coming artists and highlighting Colorado’s local music scene.

The Indie 102.3 audience is young and highly educated*

*Source: Nielsen results for KVOQ-FM in Denver-Boulder Metro for Feb 2020-Feb 2021

<table>
<thead>
<tr>
<th>Audience Stats:</th>
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<tbody>
<tr>
<td><strong>Male</strong></td>
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<td><strong>Female</strong></td>
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<tr>
<td>82.3% have a college degree or more education</td>
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<td>55.2%</td>
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<td>44.8%</td>
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<tr>
<td>82.3% have a household income over $100,000</td>
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<tr>
<td>50.4%</td>
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*Source: Nielsen results for KVOQ-FM in Denver-Boulder Metro for Feb 2020-Feb 2021

Indie 102.3 listeners are hungry for new music from diverse artists, and they love the mix of local and national musicians.
In addition to a robust, statewide radio network, CPR serves Coloradans through cpr.org, denverite.com, newsletters, podcasts, a smartphone app and more.

Websites

Our websites receive thousands of visits each day from Coloradans looking for the latest news on state politics, climate and the environment, education, the arts and more. Additionally, many listeners visit the website to stream our radio broadcast when they’re not in the car.

775,000 users per month on cpr.org
302,000 users per month on denverite.com

Source: Google Analytics monthly average for Jan. 2021-Dec. 2021

Newsletters

The Lookout, CPR News’s daily newsletter
The Climate Weekly, a newsletter from CPR’s climate/environment team on Mondays
The CPR Classical newsletter, a monthly newsletter for classical music fans
Inside Track, Indie 102.3’s weekly newsletter
Denverite’s daily newsletter

CPR’s award-winning podcasts bring listeners deeper into the news, provide insights to help them more thoughtfully explore music, and spark their curiosity with stories about the human experience. Podcast listeners are more diverse than the average radio listener, and our podcasts reach a wide audience in and out of Colorado.

Ongoing and upcoming podcasts:

- Back from Broken - a show about recovery, hosted by Vic Vela
- Ghost Train - a miniseries about Denver’s light rail system
- Quien Are We? - a new podcast debuting in 2022 highlighting what it means to be LatinX today

CPR’s Audio Innovations team is always working on new pilots and shows. Ask your rep about current podcast sponsorship opportunities.

The Colorado Public Radio App

CPR recently re-launched its smartphone app with a new user-friendly interface and improved stream so listeners can take CPR anywhere they go. We will soon begin offering banner ads for sponsors in the app. Ask your rep for more information on these opportunities.
CPR Sponsorship Elevates Brands

The connection you build with our audience instills a **Halo Effect** that predisposes their desire to do business with you.

- **80%** of listeners consider NPR “personally important” to them.
- **82%** of listeners take action in response to something heard on NPR.
- **73%** of listeners hold a more positive opinion of companies that support NPR.
- **70%** of listeners prefer doing business with companies that support NPR.

“...sponsoring CPR puts us at the forefront of great companies in Colorado that care about their state and community. It is priceless and doesn’t feel like advertising. More often than not when prospects contact our firm they thank us for supporting CPR. Sponsoring is good for business and good for Colorado.”

- Fred Taylor, Managing Director and Partner, Beacon Pointe Advisors

“CPR reaches our client base and audience on a more frequent basis. Clients appreciate working with companies and organizations that support causes. I think sponsorship gives us the opportunity to show we are interested in more than bottom-line results and willing to invest in the betterment of our community.”

- Tom Hartman, President, Kitchen Distributors

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*Source: Kantar. NPR State of Sponsorship Survey, April 2021.*
CPR limits sponsor messages to 2.5 minutes per hour, while commercial stations air more than 13 minutes of advertising every hour.

CPR content and sponsorship information engages active listening. CPR listeners are 75% more likely to pay attention to sponsorship messages than commercial radio listeners are to advertising.

Stand out.
Engage your audience.
Gain credibility.

Commercial stations are required by law to air candidate ads at their lowest unit rate, causing increased rates for other advertisers.

CPR provides listeners with a respite from negative political advertising. CPR does not accept political or advocacy advertising (and never will).

Source: NPR Lightspeed Research 2017

Rise above the clutter. Market with confidence. Sponsor CPR during election seasons.

CPR and NPR air NO advocacy or political sponsorship messages. Adjacency to political ads negatively affects brand perceptions:

- 34% decline in brand reputation
- 32% decline in perception of product value
- 24% decline in perception of product quality
- 26% decline in purchase intent

Source: J. Walter Thompson and Forethought research provided by NPR
Sponsorship Opportunities with Colorado Public Radio

- 15-second messages on CPR News, KRCC, CPR Classical and/or Indie 102.3 recognizing your business as a sponsor of CPR
- Colorado Corporate Partnerships: A premier, multi-platform, category-exclusive sponsorship opportunity
- Digital sponsorships on cpr.org and denverite.com: 300x250 and 300x600 banner ads
- Newsletter sponsorships
- Smart speaker and digital streaming sponsorships
- Podcast sponsorships in popular shows reaching local and national audiences

CPR’s statewide network of stations can allow your messages to be heard by over 90% of Coloradans.

What is sponsorship messaging on CPR?

Sponsorship is a series of on-air messages acknowledging your philanthropic support of Colorado Public Radio.

Listen to sample messages: cpr.org/sponsorship/audio-examples/

Your messages can also be translated across CPR’s digital platforms, giving you the power to reach more people in more places.

Contact your CPR Account Manager for more information!
Join our community of dedicated Corporate Sponsors and loyal Content Partners!

CPR's Sponsorship Representatives are ready to craft the right sponsorship package for your brand. With representatives focused on the Denver metro, Front Range, Western Slope, Southern Colorado and statewide geographies, we'll help you reach your target audience.

sponsorship@cpr.org
(303) 871-9191 x4356
cpr.org/support