



WKNC 88.1 FM

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WKNC-FM is a student-run, non-commercial radio station. Established in 1922, N.C. State student radio provides exciting programming to devoted listeners throughout the greater Triangle area. Boasting 25,000 watts of intense broadcasting, WKNC reaches a vast local, regional, and international audience with online MP3 and Ogg streaming technologies. WKNC prides itself on alternative programming of indie rock, electronic, metal and underground hip-hop, with a heavy focus on North Carolina music. Weekend specialty shows include Americana, punk, R&B, a capella, South Asian and reggae. The station also serves its community through a daily concert calendar, sponsored concerts, local music recording projects and an interactive Web site.

Advantages for WKNC Sponsors

Tax Write-Off

WKNC is a non-profit organization that allows NCSU to provide a valuable service to the community, which makes all sponsorships and donations tax deductible.

Inexpensive

WKNC offers affordable sponsorships that are significantly less expensive than conventional advertising offered by commercial radio stations.

Free Production

WKNC will draft, voice, and produce your donor announcement at no cost to you.

Community Awareness

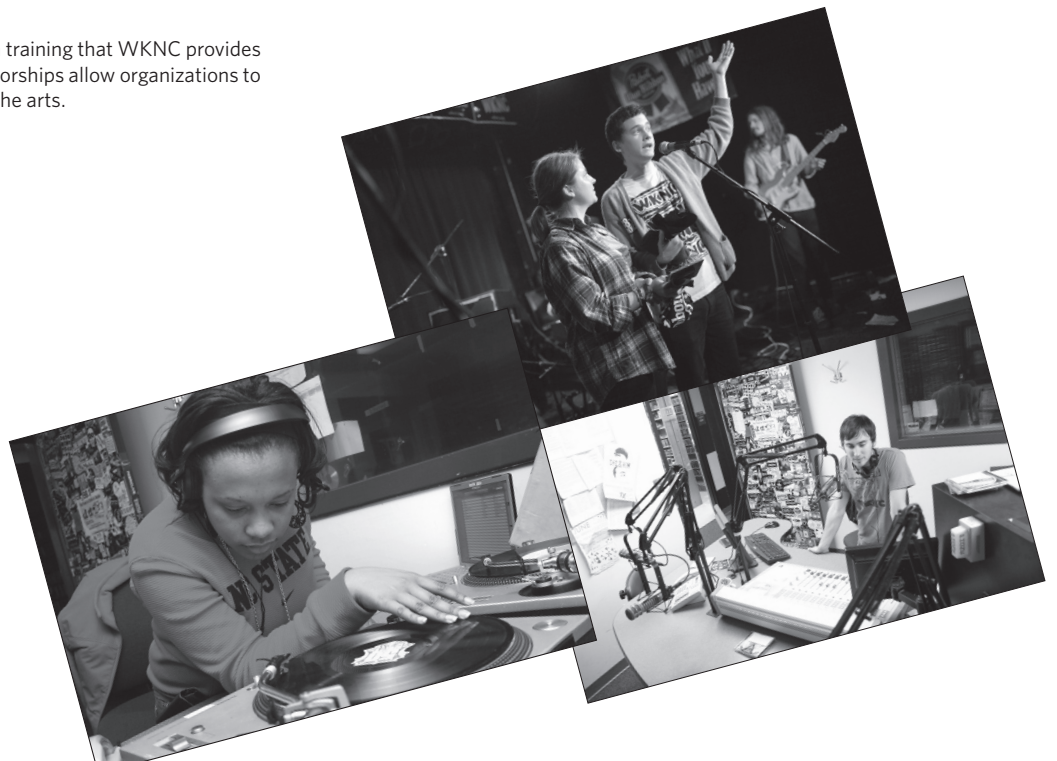
Through your sponsorship of WKNC, you build an identity with the community.

Advance Education

Donations and sponsorships support the hands-on training that WKNC provides students of North Carolina State University. Sponsorships allow organizations to be recognized for supporting NCSU students and the arts.

The Fine Print

All sponsorships must be prepaid unless credit has been established with Student Media of North Carolina State University. Student Media reserves the right to deny or revoke credit to any business with poor credit history, poor payment history, lack of references, insufficient length of operation at present location or of a transitory nature. If any invoice becomes 90 days past due, Student Media reserves the right to revoke credit for one academic year.





WKNC by the Numbers

- Audience is 60% male and 40% female.
- Nine in ten WKNC listeners are Caucasian.
- More than three-fourths of WKNC listeners are in the 18-34 age range.
- 90% of WKNC's audience is listening on 88.1 FM; More than half listen online at wknc.org.
- Listening to WKNC is a habit; 90% identify themselves as regular listeners to the station. Half listen five or more days per week and another third listen two to four days per week. 74% selected WKNC as their favorite radio station.
- WKNC listeners are loyal; 17% have been listening to WKNC for 10 or more years.
- More than half of WKNC's audience lives in Raleigh.
- 30 percent of WKNC listeners have patronized a business they heard about on WKNC; half have attended a WKNC-sponsored event.
- Four in five WKNC listeners tune in for Daytime Rock, M-F 5am-7pm. Three-fourths also listen to the Local Lunch, M-F 12noon-1pm. 65 percent tune in to Afterhours, Mon-Thu 8 p.m.-12 midnight.
- The Local Beat, Fri 5-8pm, is the most popular specialty show, reaching half of the WKNC audience. 44 percent listen to Americana, Blues and Company, Sat 10 a.m.-12 noon.
- WKNC reaches an educated audience; nine in ten have some college experience or a completed degree. N.C. State alumni make up 16% of WKNC's audience.
- N.C. State students make up about 40% of WKNC's audience. The highest listenership is from the Colleges of Humanities, Engineering, and Agriculture and Life Sciences.
- N.C. State students are more likely to listen in the afternoon; Non-students listen throughout the day.

This information is from listener surveys conducted spring 2007, fall 2008 and fall 2010.

The WKNC Donor Announcement Don'ts

Donor announcements on WKNC are to identify business and organization that have provided financial support to the radio station. The FCC regularly investigates and fines non-commercial radio stations for airing impermissible advertisements. To keep in compliance, no donor announcements on WKNC will include any of the following:

- *Qualitative or comparative language*
examples: only the freshest ingredients, best wings in town, convenience like no other in town
- *Price information and discounts*
examples: less than \$10 per month, free estimates, move-in rent special
- *Calls to Action*
examples: stop by one of our four locations, be sure to try our signature desserts, visit our Web site
- *Inducements to buy, sell, rent or lease*
examples: how about doing something fun, if you need anything for the great outdoors, take the stress out of your next car purchase

Sample Sponsorship

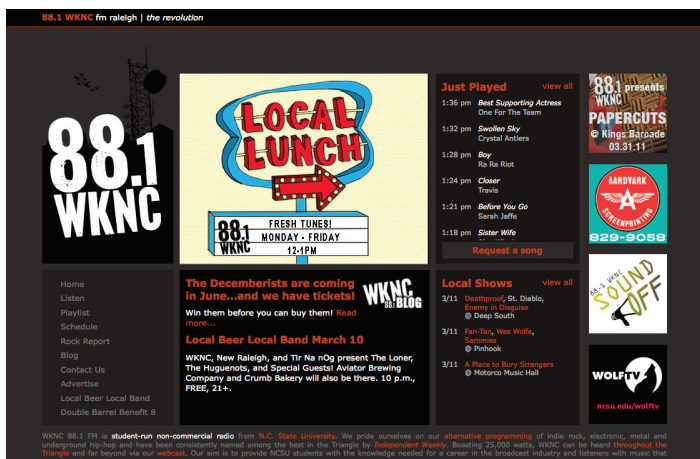
"Programming on 88.1 WKNC is brought to you in part by Dan's Deli on Western Boulevard in Raleigh. Dan's Deli features made-to-order deli sandwiches, along with a variety of salads, soups and side dishes. Locally owned and operated since 1999, Dan's Deli is open until 3am on Friday and Saturday with delivery service available to the NC State campus and surrounding area. WKNC would like to thank Dan's Deli for their continued support."

Online Advertising

Front Page Sponsorship

125 x 125 = \$125 / month

The front page of wknc.org receives 25% of all traffic to the Web site, averaging more than 20,000 unique page views per month. Ten 125 x 125 pixel ads are set to rotate on the right side of the home page, with three visible at any given time. The Student Media design team can help you with your creative, just allow five business days for design time. If you would like to advertise for less than a month, ask about special pricing.



Web Stream Sponsorship

\$15 for 1 week or \$50 for 4 weeks

WKNC streams all its programming on wknc.org, except for Wolfpack sports broadcasts. The WKNC stream, available in high- and mid-quality MP3 and Ogg format, averages 100 listeners between 12 and 4 p.m. weekdays. Businesses can sponsor the WKNC Web stream with a 10-second announcement played as each listener connects to the Web stream.

Online Audience

During November 2010, 17,718 people made 36,103 visits to wknc.org. Almost 23,000 came from North Carolina and 87% of those views came from Wake, Durham and Orange Counties.

- 14,100 visited 9+ times during the month
- 2,332 visited from the NCSU network
- 3,413 visited from their iPhone or mobile device
- Average visits per day was 1,203
- Average page views per visit was 2.57
- Average time on site was 03:44

Visitors Overview

Jan. 1, 2010 - Dec. 31, 2010



186,628 people visited this site during 2010

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
midnight	Underground midnight - 5am \$15 / spot				Hard Rock/ Chainsaw midnight-5am \$15 / spot			
1 am								
2am								
3am								
4am								
5am	AM Drive Time 5am - 10am \$20 / spot					Weekend Specialty Shows Sat. 5am - midnight Sun. all day \$15-\$20 / spot		
6am								
7am								
8am								
9am	Midday 10am - 3pm \$15 / spot				Local Lunch 12pm-1pm \$20 / spot			
10am								
11 am								
noon	PM Drive Time 3pm - 7pm \$20 / spot				Sports and Talk 7pm - 8pm \$15 / spot			
1 pm								
2pm								
3pm								
4pm								
5pm	Afterhours 8pm - midnight \$15 / spot				Hard Rock/ Chainsaw 8pm - 5am \$15 / spot			
6pm								
7pm								
8pm								
9pm								
10pm								
11 pm								
midnight								

Daytime Packages

Basic • \$150 / week

1 AM or PM Drive Time Spot M-F
1 Midday Spot M-F
Total of 10 Spots M-F

Plus • \$200 / week

1 AM Drive Time Spot M-F
1 Midday Spot M-F
1 PM Drive Time Spot M-F
Total of 15 Spots M-F

Premium • \$250 / week

1 AM Drive Time Spot M-F
1 Midday Spot M-F
1 PM Drive Time Spot M-F
6 Weekend Spots
Total of 21 Spots M-Sun.

Ask about creating a custom package and visit www.wknc.org for the latest music format and DJ schedule.

Rock

Rock has evolved to an eclectic blend of music ranging from its original form to hip-hop. No longer is it singled out as a specific music genre, but instead has become a melting pot of independent alternative, heavy metal, hip-hop and electronic.

Afterhours

Afterhours is the electronic music showcase. The individual DJs add their unique style to the program, spinning such diverse sounds as ambient, techno, trip-hop, downtempo and deep drum and bass.

Underground

Underground is WKNC's hip-hop chop shop. Underground highlights the best in underground and up-and-coming talent as well as local talent.

Hard Rock and Chainsaw

Our heavy metal mainstay Thursday and Friday nights until the break of dawn.