



RATE CARD 2024



SERVING THE TREASURE VALLEY FOR OVER 33 YEARS - LOCAL STATION, **BIG** IMPACT

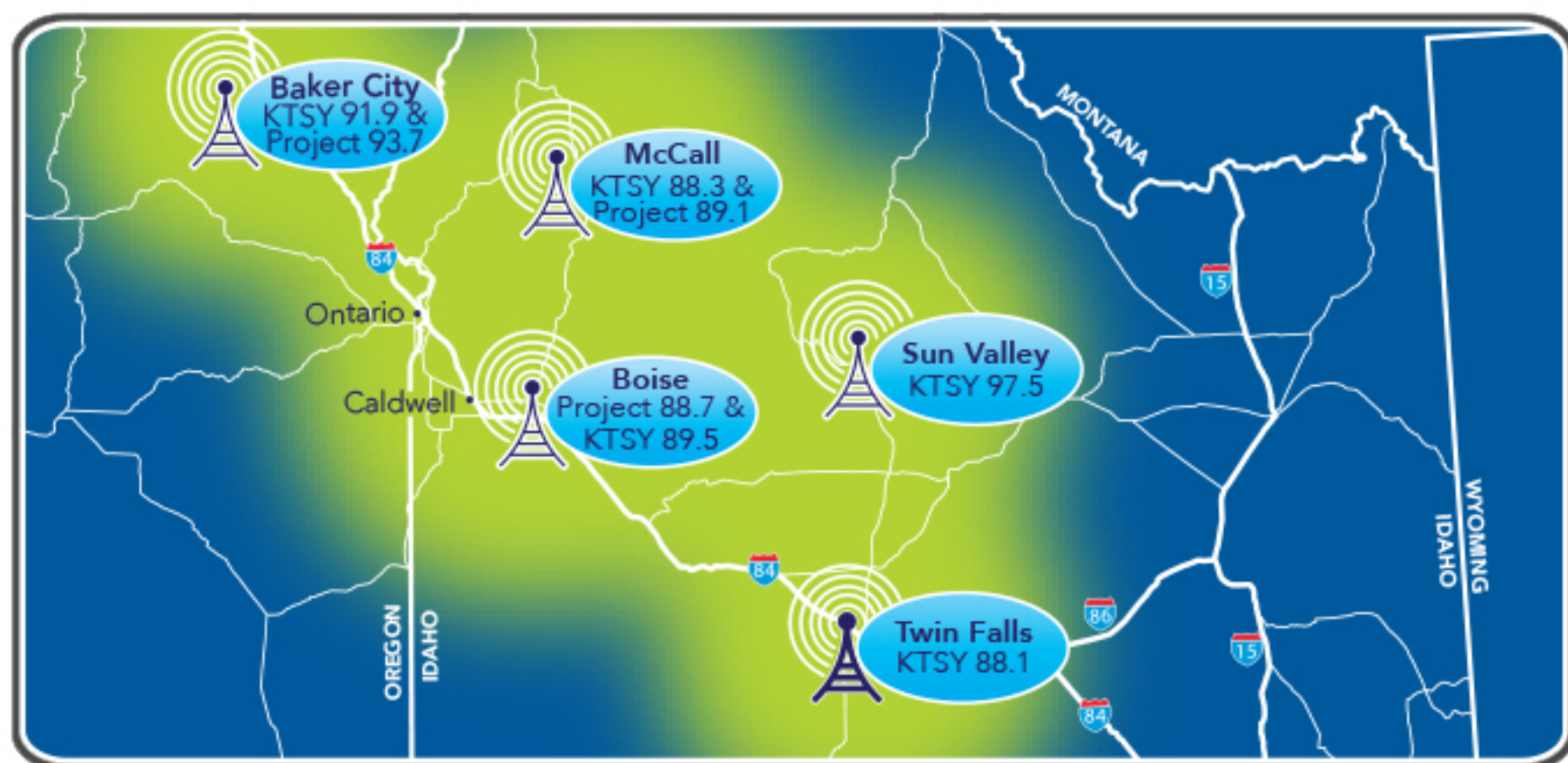
89.5 KTSY is a local, top-rated, non-profit radio station focused on impacting the Treasure Valley and promoting things that matter—faith, community and family. Founded in 1990, the station has grown tremendously in the past three decades, ranking as the **#1 Station** (Women 25-54, 35-54), **#1 Morning Show** (In Demo), **#2 Afternoon Show** (In Demo), and tied for **#7 Station Overall***!

Our mission is to impact people at their deepest levels, touching hearts and souls to transform a community through involvement, volunteering and breaking down the walls that divide us. As people experience God, they will truly impact their community from a place of love.



OUR LISTENERS:

- 72% Have A College Education and/or Degree
- 79% Own Their Own House
- 61% Have Income Over \$50K
- 41% Have Children In Their Home



ON AIR 89.5 FM Treasure & Magic Valley / 88.1 Twin Falls
88.3 FM McCall / 91.9 FM Baker City &
Streaming Worldwide At KTSY.org

| GENDER | TARGET DEMO | WEEKLY UNIQUES |
|------------|--------------|----------------|
| FEMALE 70% | 35-54 Female | 55,000 |
| MALE 30% | | |

*UPDATED FALL 2023 (NEILSON RATINGS)

OUR LISTENER'S INTERESTS:

- Music (Adult Contemporary, Worship, Inspirational)
- Family Activities
- Family Entertainment
- Friends & Activities
- Shopping
- Community Involvement
- Volunteering



CONTACT YOUR 89.5 FM KTSY ENGAGEMENT SPECIALIST FOR MORE DETAILS:
KTSYFAMILY@KTSY.ORG // 1-888-248-5879 (PHONE/TEXT)



RATE CARD 2024



FOR BUSINESSES & CORPORATIONS

Invest in **89.5 KTSY** and align your message with our family-friendly legacy brand with 30+ years of trust that can **greatly impact your business.**

FAMILY PARTNER

- (3) :30 Spots / Weekday*
- 2 Weeks On, 2 Weeks Off
- \$25.00 / Spot

\$750.00 /MONTH
Min 6 Month Commitment

INCLUDES:

- Spot Script Writing
- Full Spot Production (\$50 Value)
- Monthly Reporting

FAMILY PARTNER PLUS

- (3) :30 Spots / Weekday*
- Every Weekday
- \$25.00 / Spot

\$1,500.00 /MONTH
Min 6 Month Commitment

INCLUDES:

- Spot Script Writing
- Full Spot Production (\$50 Value)
- Monthly Reporting

ADVOCATE PARTNER

- (4) :30 Spots / Weekday*
- Every Weekday
- \$25.00 / Spot

\$2,000.00 /MONTH
Min 6 Month Commitment

INCLUDES:

- Spot Script Writing
- Full Spot Production (\$50 Value)
- Monthly Reporting
- Logo/Link On KTSY.com
- Annual Donor Thank You Logo

CHAMPION PARTNER

- (6) :30 Spots / Weekday*
- Every Weekday
- **\$20.00 / Spot**

\$2,400.00 /MONTH
(A \$3,000 Value - Save \$600!)
Min 6 Month Commitment

INCLUDES:

- Spot Script Writing
- Full Spot Production (\$50 Value)
- Personalized Message In Spot
- Monthly Reporting
- Logo/Link On KTSY.com
- Annual Donor Thank You Logo
- 1 Social Media Post/Month



89.5 KTSY is a non-profit, 501c3, FCC compliant radio station offering companies and corporations the opportunity to partner and invest in 89.5 KTSY while promoting their messages on-air. Because we are non-profit, **100% of your donation is tax-deductible!** We will work with you on compliant messaging and spot production at **no cost.**



CONTACT YOUR 89.5 FM KTSY ENGAGEMENT SPECIALIST FOR MORE DETAILS:
KTSYFAMILY@KTSY.ORG // 1-888-248-5879 (PHONE/TEXT)

* Spots Air MON-FRI, 5AM-10PM



RATE CARD 2024



PARTNER TESTIMONIES

Here's what our Impact Partners are saying as they work with us to impact lives and help people experience God, while also building their business and brands.

“We have been partnering with KTSY since 2012! The KTSY family has helped us make the absolute most out of our changing budget. As we have grown, we have increased our budget and it has been **the BEST return of investment**. KTSY's listeners are a loyal group and they like using the companies they hear on the station. So many of our clients thank us, on a weekly basis, for our support of KTSY. It truly is a great BIG family!

– Sue Ellen, Diamond Heating and Cooling



Dillabaugh's
FlooringAmerica
and Design

“It is the mission of KTSY that drives us to support their call of spreading hope. It is the listeners of KTSY—those that embody hope, love, and community—that help make our support possible. Yes, we receive positive feedback from clients who hear us on KTSY; however, **it is the partnership in the Kingdom that's the ultimate reward for us.**

– Casey Dillabaugh, Owner, Dillabaugh's Flooring America

“We love families at Roaring Springs and Wahooz. **Our research shows us a large percentage of our guests listen to KTSY**, so it simply makes sense for us to continue to build a partnership with such a family-focused radio station. The team at KTSY has been **incredibly innovative** in creating unique opportunities, events and promotions that benefit both of our brands. **Supporting KTSY is a valuable part of our annual community outreach plans.**”

– Tiffany Quilici, Chief Marketing Officer, Roaring Springs Waterpark, Wahooz Family Fun Zone



CONTACT YOUR 89.5 FM KTSY ENGAGEMENT SPECIALIST FOR MORE DETAILS:
KTSYFAMILY@KTSY.ORG // 1-888-248-5879 (PHONE/TEXT)



RATE CARD 2024



FOR INDIVIDUALS & FAMILIES

Families and individuals can join **89.5 KTSY** by sponsoring an entire day on the station. Let's celebrate your birthdays, anniversaries and special events together.



BECOME A DAY SPONSOR

- 12 mentions throughout day between 6AM-7PM
- Celebrate anniversaries, birthdays or other special occasions.
- Can not be used to promote for-profit businesses, political campaigns, year-end giving or special giving days.
- **100% of your donation is tax-deductible**

YOUR
DONATION
OF

\$1,800.00 /One-Time Gift
OR
\$150.00 /Month (x12 Months)



CONTACT YOUR 89.5 FM KTSY ENGAGEMENT SPECIALIST FOR MORE DETAILS:
KTSYFAMILY@KTSY.ORG // 1-888-248-5879 (PHONE/TEXT)