

A stylized landscape illustration featuring a mountain range with purple and blue peaks, a green forest at the base, and a body of water in the foreground. The sky is a mix of orange and yellow wavy bands. The entire scene is framed by a white, cloud-like shape on the left side.

# MONTANA PUBLIC RADIO

2023 Media Kit

inform.  
enrich.  
inspire.  
connect.





# Montana Public Radio

## Mission

*Montana Public Radio enriches the mind and spirit, inspires a lifetime of learning, and connects communities through access to exceptional programming.*

## Vision

Montana Public Radio will be the essential and trusted source for information and cultural programs and committed to:

- representing the unique character of Montana
- expanding the community of informed, engaged citizens
- adding depth to the civic discourse
- presenting many voices and diverse views
- connecting people to each other and the world
- including people of all ages
- sparking curiosity and discovery
- crafting authentic moments of beauty, originality, and fun
- celebrating the arts, artists and cultural traditions of the world

# Why sponsor programming on MTPR?

## Your message stands out

- MTPR runs an average of one minute of sponsor announcements per hour, compared to commercial radio's average of *fifteen to eighteen minutes* of commercials per hour.
- No more than two sponsor announcements per break.

## Our listeners are your best customers

Create a strong, meaningful connection with the most informed, influential, connected, and community-minded audience in Montana.

### MTPR listeners...

- **conscientious consumers** who shop locally and support small businesses.
- **passionate about the arts** and invested in seeing Montana's music, theatre, dance, and museum scenes thrive.
- **generous supporters of non-profits**, participate in local initiatives, and are highly active in their communities.
- **influential business and organization leaders** who create change and drive trends through word of mouth in the communities in which they live, work, and play.



**87%**

of listeners take action in response to a public radio sponsorship message\*

**74%**

of listeners hold a more positive view of a company that supports public radio\*

**72%**

of listeners prefer to purchase products from public radio sponsors\*

\*Source: Kantar, NPR State of Sponsorship Survey, March 2022.



# SPONSORSHIP OPPORTUNITIES

## RADIO

:15 on-air announcements written in a straightforward style that public radio listeners expect and appreciate

## AUDIO STREAM SPONSORSHIP

:15 announcement played at the beginning of the MTPR audio stream

## WEB BANNERS

Digital display banners including rich media and mobile

## E-NEWSLETTER SPONSORSHIP

Digital display banner in weekly newsletters

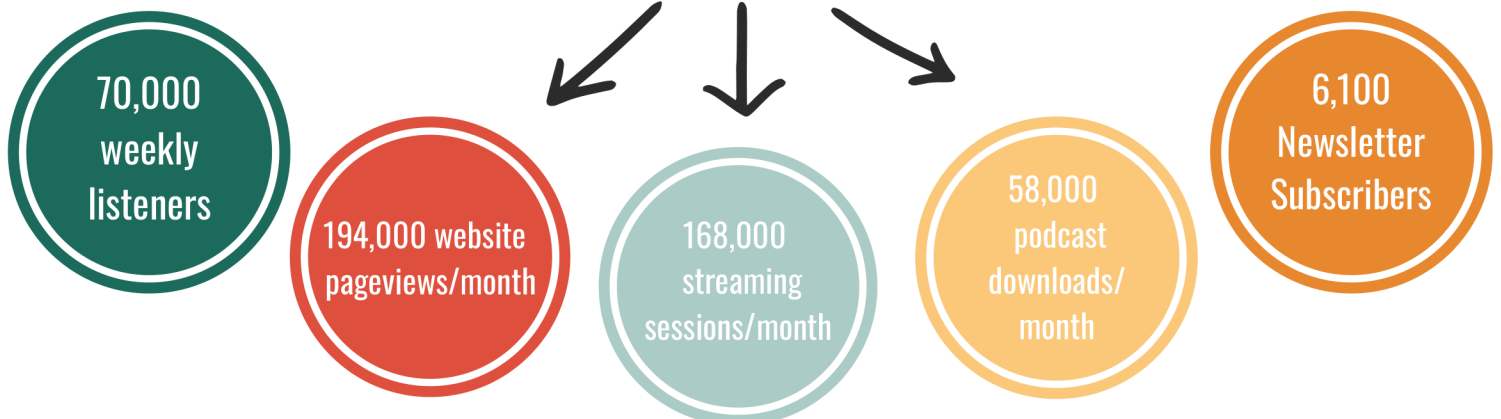
## EVENT SPONSORSHIP

Alignment with community-focused music performances, guest speakers, festivals, visiting talent, and more

## PODCAST SPONSORSHIP

:15 embedded announcements in MTPR-produced podcasts

## MTPR LISTENER ENGAGEMENT





# ON-AIR SPONSORSHIP RATES

*(effective for orders placed 1/1/23-12/31/23)*

## Sponsorship Packages\*

(includes on-air, streaming, and digital)

Copper | 10% Discount | Gross order of \$2,400-\$4,599

Bronze | 12% Discount | Gross order of \$4,600-\$5,999

Silver | 15% Discount | Gross order of \$6,000-\$11,999

Gold | 20% Discount | Gross order of \$12,000-\$19,999

Platinum | 25% Discount | Gross order of \$20,000+

## Discounted rotators\*:

- |  |                   |
|--|-------------------|
| • AM/PM News - Morning Edition / All Things Considered             | \$62/announcement |
| • Best Shows Available - (News/Entertainment/Cultural Programming) | \$45/announcement |
| • General Programming - (Entertainment/Cultural Programming)       | \$39/announcement |

## Rates by program\*:

- |  |                   |
|--|-------------------|
| • Monday-Friday Morning Edition or Weekend Edition | \$64/announcement |
| • Weekday or Weekend All things Considered         | \$62/announcement |
| • Marketplace Morning Report                       | \$72/announcement |
| • Placement in any other specific program          | \$48/announcement |

## Event Schedules\*

- \$450-\$600 per week (dependent on program placement)
- 1-4 weeks leading up to event / during ticketing

## Special Programming + MTPR-Produced Podcast Sponsorship

- Available throughout the year - get in touch to see what we have available!

*\*Note - a minimum of 10-20 announcements is recommended to promote an event. For all other campaigns, a three-month minimum commitment is recommended, at no fewer than 8 announcements per week.*

# MONTANA PUBLIC RADIO DIGITAL + STREAMING RATES

*(effective for orders placed 1/1/23-12/31/23)*

## **24/7 Audio Stream Sponsorship - \$750 / month**

42,000 average impressions\*

Max 4 sponsors/month and 1 sponsor/session start

:15 pre-roll before audio stream starts

Played on smart speakers, web, NPR app, etc.

\$18 Average CPM (Cost per 1,000 impressions)\*

*\*Based on last 12 months of streaming data.*

## **Website Sponsorship - \$140 / month**

10,000 Impressions

Max of 2 sponsors per page

300w x 250h

## **E-Newsletter Sponsorship - \$150 / week**

6,100 Subscribers

50% Open Rate (compared to 22%-26% industry average)

Exclusive - one sponsor per weekly newsletter

300w x 250h





# MONTANA PUBLIC RADIO

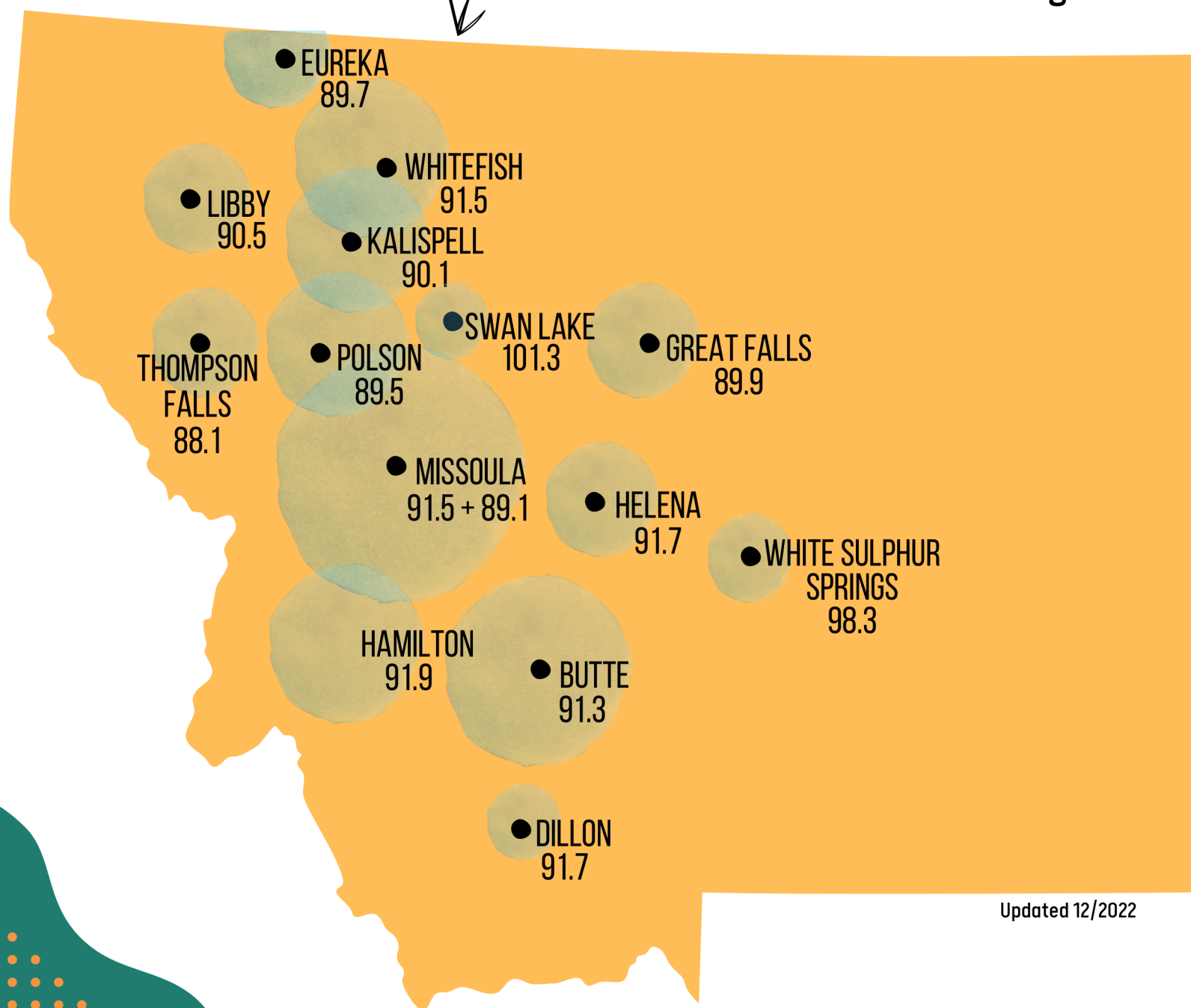
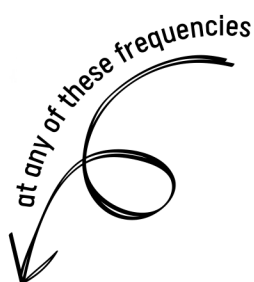


coverage map

Listen



MTPR.org



Updated 12/2022

# MONTANA PUBLIC RADIO

## program schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday							
12:00 AM	The Midnight Special	Freeforms Encore					Pazz and Jop Encore	12:00 AM						
1:00 AM								12:30 AM						
2:00 AM	BBC World Service							1:00 AM						
3:00 AM								2:00 AM						
4:00 AM								3:00 AM						
								4:00 AM						
5:00 AM	NPR's Morning Edition					Documentary Special	A New Angle	5:00 AM						
6:00 AM							The Write Question	5:30 AM						
7:00 AM	Morning Edition and Montana News					Weekend Edition Saturday	Weekend Edition Sunday	6:00 AM						
8:00 AM								7:00 AM						
9:00 AM	Morning Classics					Children's Corner	Sunday Baroque	8:00 AM						
10:00 AM						Capitol Talk/The Big Why			8:30 AM					
11:00 AM	Freeforms					Weekend Edition Saturday	Weekend Edition Sunday	9:00 AM						
12:00 PM								9:30 AM						
1:00 PM	Here and Now					Wait Wait... Don't Tell Me	The Splendid Table	10:00 AM						
2:00 PM								10:30 AM						
3:00 PM	Performance Today	The Folk Show	Performance Today	Jazz Sessions	Performance Today	This American Life	Climate One	11:00 AM						
4:00 PM	Pea Green Boat					On The Media	RadioLab	12:00 PM						
5:00 PM								1:00 PM						
6:00 PM	All Things Considered and Montana News					Classical Guitar Alive	Dimensions in Jazz	1:30 PM						
7:00 PM									2:00 PM					
8:00 PM	Music Special	Get To That	What I Like About Jazz	The Thistle and Shamrock	Pazz and Jop	Chamber Music Festivals		2:30 PM						
9:00 PM	World Bridges			Jonkunnu Express			3:00 PM							
10:00 PM	Indigefi	Night Train	Blues On The Move	Night Flight	Muse's Jukebox	Planet Money	Documentary Special	3:30 PM						
11:00 PM	Into The Groove							4:00 PM						
						How I Built This		4:30 PM						
						Weekend All Things Considered	Weekend All Things Considered	5:00 PM						
								5:30 PM						
						The Midnight Special	Jazz Night in America	6:00 PM						
								6:30 PM						
								7:00 PM						
								7:30 PM						
								8:00 PM						
								8:30 PM						
								9:00 PM						
								9:30 PM						
								10:00 PM						
								10:30 PM						
								11:00 PM						
								11:30 PM						



News, Entertainment,  
and Public Affairs

Children's Programming

Music

Updated 12/2022



# MONTANA PUBLIC RADIO SCRIPT CRITERIA

Underwriting differs from commercial advertising in both sound and spirit. The public radio audience responds best to straightforward information presented in a concise, clear, and sincere manner.

**We're here to help.** Our dedicated Sponsor Support Team works with you every step of the way, from ideas to finished production, to ensure that your sponsorship messaging is tailored to fit your needs and complies with the FCC regulations applicable to non-commercial stations.

- Announcements are 15 seconds (about 35 words)
- Announcements are voiced by MTPR staff
- Final approval of copy lies with the MTPR Sponsor Support Team
- On-air copy is due by noon on Wednesday, *the week before the start date*



## **Announcements *may* include:**

- Business name/parent company
- Business contact info
- Value-neutral product or service descriptions
- Event dates and locations
- Up to 4 product or service listings
- An established, non-promotional corporate slogan
- An established mission statement (non-profits)
- Length of time in business
- Info about non-profit giving campaigns, fundraisers, etc.



## **Announcements *may not* include:**

- Calls to action statements which direct the audience: *call, visit, try*, etc.
- Qualitative language (*fine, great, superb*, etc.)
- Comparative language (*best, bigger*, etc.)
- Favorable/promotional comparisons to competitors or industry standards
- Mentions of awards or accolades
- Pricing, promotion, or sale information (including "free")
- First or second person pronouns (*I, me, you, we, us, your, my*, etc.)
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate

# YOU'RE IN GOOD COMPANY!



## 2022 MTPR Sponsors:

- Achieve Montana
- ACLU Montana
- Alpine Physical Therapy
- Anderson ZurMuehlen
- Annie Wright Schools
- Baroque Music Montana
- Baucus Institute
- Benefis Health System
- Bernice's Bakery
- Big River Ruckus
- Big Sky Documentary Film Festival
- Bighorn Outdoor Specialists
- Bitter Root Brewing
- Bitterroot Celtic Games and Gathering
- Bitterroot Performing Arts Council
- Blue Mountain Clinic
- Bookworks of Whitefish
- Brothers Mortuary and Crematory
- Browning, Kaleczyc, Berry & Hoven PC
- Century 21 Deaton & Company
- Chapter One Book Store
- Charles Schwab of Missoula
- Clearwater Credit Union
- Clearwater Properties
- Climate Smart Missoula
- CM Russell Museum
- Community FirstCare
- Community Medical Center
- The Confident Stitch
- Cottonwood Environmental Law
- Cravens Coffee
- Dana Gallery
- Davis, Hatley, Haffeman and Tighe, P.C
- Dennis and Phyllis Washington Foundation
- Disability Rights Montana
- Dolce Canto
- Eating Disorder Center of Montana
- Edward Jones
- Ellen DeWolfe
- Explore Livingston
- Families First Learning Lab
- Family Dental
- Farmers State Bank
- Five Valleys Land Trust
- Five Valleys Urology
- Flanagan Motors Mazda
- Flathead Lake Cheese
- Flathead Valley Community College
- Garden City Professional Offices
- Glacier Symphony
- Good Food Store
- Great Divide Cyclery
- Greater Montana Foundation
- Greg Boyd's House of Fine Instruments
- Habitat for Humanity Missoula
- Habitat for Humanity of Ravalli County
- Handmade Montana
- Headframe Spirits
- Helena Area Habitat for Humanity
- Helena Symphony
- Heritage Timber
- Historical Museum at Fort Missoula
- Home Resource Inc.
- Homeword
- Humanities Montana
- Hungry Horse Liquor Store
- Independent Roofing
- Inn At Philipsburg
- In the Footsteps of Norman Maclean Lit Fest
- Interstate Alarm
- The James Welch Native Lit Festival
- John Morrison Healthy Montana Kids' Fund
- Lakeside Dental
- Last Chance Public Radio Association
- Lions Club International
- Liquid Planet
- Logjam Presents

cont'd...

# 2022 MTPR Sponsors:

## (continued)

- Loose Caboose
- Masterpiece Carpet One
- Missoula Aging Services
- Missoula Art Museum
- Missoula Community Foundation
- Missoula Community Theatre
- Missoula Writing Collaborative
- Montana Assn. of Conservation Districts
- Montana Book Festival
- Montana Children's Trust Fund
- Montana Community Foundation
- Montana DNRC
- Montana Fair Housing
- Montana Farmers Union
- Montana Fish, Wildlife and Parks
- Montana Human Rights Network
- Montana Innocence Project
- Montana Legal Services Association
- Montana PBS
- Montana Renewable Energy Assoc.
- Montana Shakespeare in the Parks
- Montana State Fund
- Montana State Parks
- Montana Tea and Spice
- Morrison Sherwood Wilson Deola
- Mountain Time Arts
- MT World Trade Center
- MT Bioscience Cluster Initiative
- Murdock Charitable Trust
- The Myrna Loy
- The Nature Conservancy In Montana
- The New Agrarian School
- North Valley Food Bank
- Northwest RiverPartners
- NorthWestern Energy
- onX
- Pangea
- Parsons Behle & Latimer
- PartnersCreative
- Physio Whitefish
- Providence Health
- Real Food Market and Deli
- Rebecca Farm
- Rick's Auto Body
- River City Roots Festival
- Rocky Mountain Ballet Theatre
- Roemer's Point S Tire & Auto Service
- The Roxy Theater
- Scotty's Table
- Simon & Schuster
- St Paul Lutheran Church
- String Orchestra of the Rockies
- Summit Independent Living
- Sushi Hana Downtown
- Sussex School
- Tippet Rise
- Travelers' Rest State Park
- Trust for Public Land
- UM Entertainment Management
- UM Jazz Program
- UM Mansfield Center
- UM Office of the Provost
- UM President's Lecture Series
- UM School of Journalism
- UM School of Theatre & Dance
- Visit Chateau
- WELL Women's Business Center
- Western Environmental Law Center
- Whitefish Community Foundation
- Whitefish Mountain Resort
- Wild Montana
- Wild Wings Snow Geese Festival
- Williams Law Firm, PC
- Withey's Health Foods
- Worden's Market
- Writing Coaches of Montana

We  Our Sponsors!!



# Let MTPR's mission work for you.

By aligning your business or organization with flagship programs like Morning Edition and All Things Considered, and local favorites like Morning Classics, The Pea Green Boat, and reporting from the award-winning MTPR news team, **you're thinking globally, connecting locally, and showing your customers and patrons that you're committed in reinvesting your marketing dollars right back into Montana's communities.**

**We can't wait to hear from you.  
Get started with a sponsorship today!**

Jess Walter, Sponsor Support Specialist  
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