

KUHS Radio

Engagement Redefined



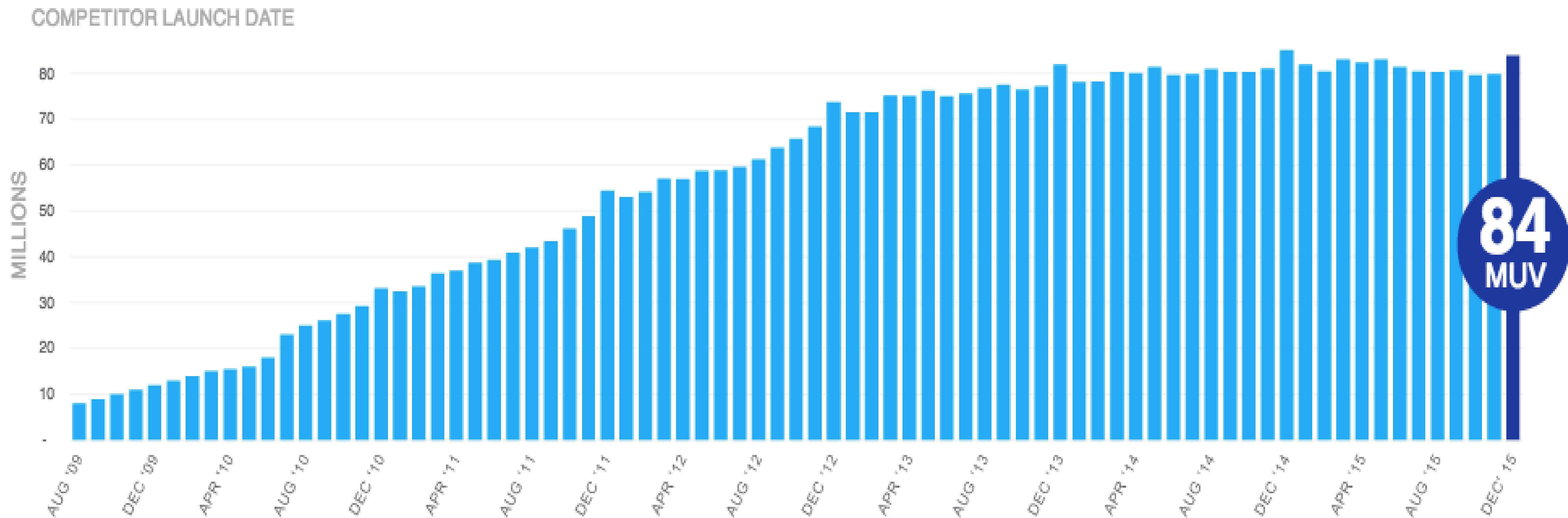
KUHS DENVER

91 %

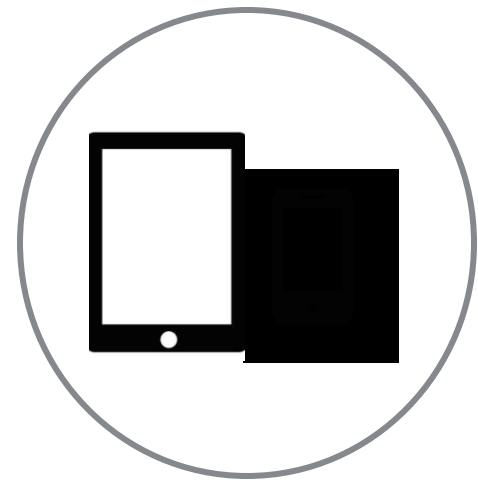
Americans Listen to
Music
for Entertainment



KUHS IS THE STREAMING LEADER



THE CONNECTED CONSUMER IS ON KUHS



74%
of listening hours
are mobile



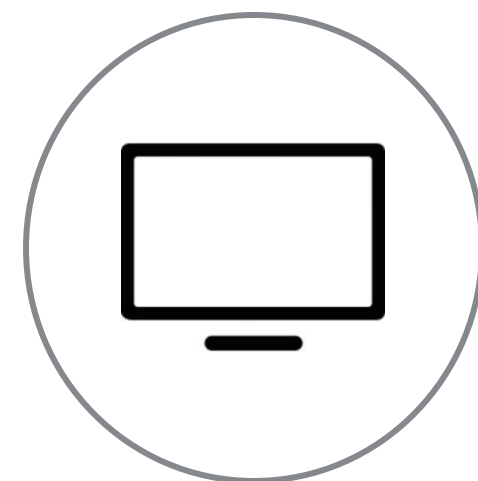
#8
mobile exclusive
property



1,000+
Connected Devices



1%
YOY MUV increase

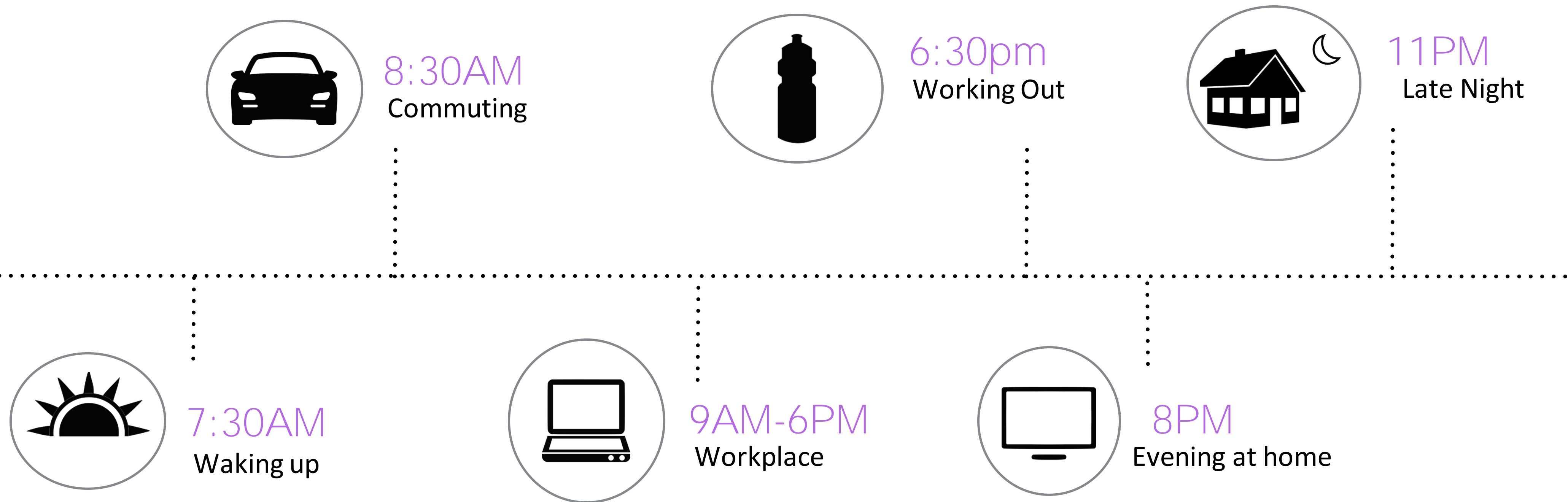


20%
Connected Streaming



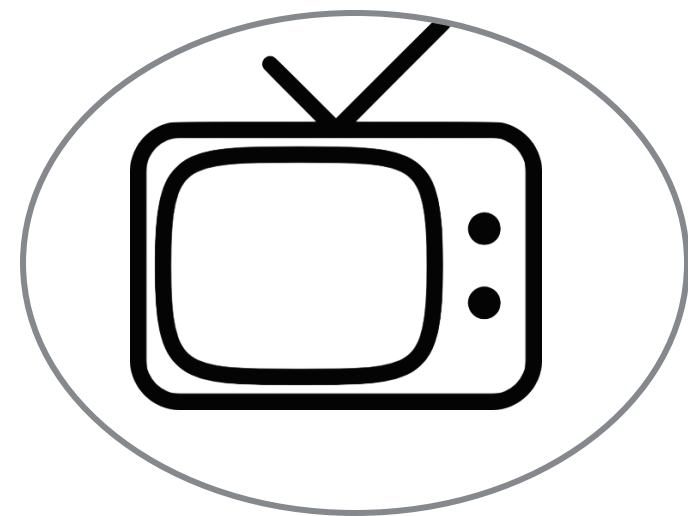
74%
Connected Car

SPINNING THE SOUNDTRACK TO COLORADO



GREAT FOR LISTENERS. GREAT FOR ADVERTISERS.

MORE MUSIC & LESS INTERRUPTIONS SO BRANDS STAND OUT



13-17 MINUTES
Ads per hour

KUHS Radio

Under 4 minutes
Ads per hour



9-18 minutes
Ads per hour

PRODCUT SOLUTIONS

DISPLAY EVERYWHERE

WEB/ MOBILE/ TABLET

Leverage the easiest and most cost-efficient way to reach your audience across all of KUHS touch points.

The KUHS Advantage

- Cross Platform Presence: Since delivery is based on user consumption, your message reaches users wherever they're listening
- Engaged Audience: Display ads are served on user-interaction, ensuring high view ability and 100% of screen until the next interaction
- Turnkey: Execution requires only one 300x250 creative to run across all platforms



PLATFORM- SPECIFIC DISPLAY

WEB/ MOBILE/ TABLET

Drive user action with display through a feature- rich canvas that showcases your brand and builds awareness throughout the campaign.

The KUHS Advantage

- Engaged Audience: Display ads are served on user-interaction so your message reached the leaned-in listener
- Above the Fold: All display ads are served above the fold so no impressions are wasted
- 100% Share of Screen: Only one brand in KUHS's clutter-free environment until the listener's next interaction



AUDIO EVERYWHERE

WEB/ MOBILE/ TABLET/ CONNECTED HOME/ CONNECTED CAR

Reach your audience in the **easiest and most cost-efficient way** through :15 or :30 audio spots **woven seamlessly** into the **listening experience** of KUHS's environment

The KUHS Advantage

- Cross- Platform Presence: Reach your target audience wherever they are listening
- Engage Audience: Concurrent display branding on web, mobile, and tablet offers increased engagement far superior to radio
- Premium Targeting: Leverage KUHS's registration date to reach exact audience



VIDEO EVERYWHERE

WEB/ MOBILE/ TABLET

.....

Leverage the easiest and most cost-efficient way to extend video on KUHS and grab listener attention during key transitional moments.

The KUHS Advantage

- Cross- Platform Presence: Reach your target audience wherever they are listening
- Engage Audience: Video is served during a station change or on our webpage when listeners eagerly anticipate the next radio show
- Turnkey: Execution requires only one set of creative for all platforms



WHEN KUHS PLAYS,
YOUR MESSAGE WORKS.

Bronze Sponsorship Package

\$2400/yr

\$200/mnth

On-Air Media- Bronze Sponsors will be tagged and thanked on KUHS and on all shows



Silver Sponsorship Package

\$3600/yr
\$300/mnth

- Logo on KUHSDenver.com & Blogs
- On-Air Mentions on all shows
- Two-Minute Audio Commercial





Gold Sponsorship Package

\$5000/yr

\$415/mnth

- Mentioned in every commercial that airs
- Mentioned on all 360 ads
- Tagged and thanked on all social media platforms: Facebook, Twitter, Instagram, Tumblr, Youtube, Google+, LinkedIn
- 2 live shows at Business Location twice a month





\$7,000/yr
\$588/mnth

Platinum Elite Sponsorship Package

- Video Commercial;
Displayed on
KUHSDenver.com
- Live Streaming & mentioning
of the Business logo and
product on all shows
- UPDATES on all social media
platforms 3 times a week-
Tagging & Linking
- Two Live shows 3x a month

