

KKFI 90.1 FM
COMMUNITY MARKETING PARTNER
INFORMATION GUIDE

KANSAS CITY'S ONLY COMMUNITY RADIO STATION
BROADCASTING at 100,000 watts SINCE 1988
PODCASTS & STREAMING 24/7 at KKFI.ORG



Contact Us:
Diana Linn Ennis
CMP Representative
diana@kkfi.org
816.994.7867
kkfi.org/marketing

MARKET YOUR ORGANIZATION / SUPPORT YOUR COMMUNITY

- Stay in touch with a dynamic and loyal audience.
- Identify your organization as supporting community radio.

TARGETED MARKETING

- Identify your organization with a particular style of music or public affairs programming uniquely found on KKFI.
- Reach a wide range of diverse listeners who value an independent media.

MUSIC

- Blues, Jazz, Roots
- Rock, Indie, Soul, R&B
- Folk, Country, Rock-a-Billy, World Music
- Hip-Hop, Rap, Electronic
- Punk, Metal, Gospel
- Tejano, Classical & MORE!

PUBLIC AFFAIRS

- Local & National Arts, Urban Affairs, Justice, Equality
- Labor Rights and a myriad of Social Issues.

SYNDICATED

- Democracy Now!, Pacifica Headline News, Jim Hightower
- American Routes, Interfaith Voices, Bioneers
- W.I.N.G.S., This Way Out & MORE!

REACH

- 75,000+ listeners weekly
- 80 mile listening radius
- 12,000+ streaming/mobile listeners
- 9,000+ individual donors
- 20,000+ social media followers
 - 15,000+ Facebook
 - 5,000+ Twitter & Instagram
- 5000+ email marketing contacts

ON AIR RATES - See Marketing Representative

30 sec. pre-recorded spot

- Drive-time (6a to 10a and 3p to 6p) & Saturdays (6a to 6p)
- Midday (10a to 3p weekdays) & Sundays (6a to 6p)
- Overnight (6p to 6a everyday)
- Calendar/specialty sponsorship rate

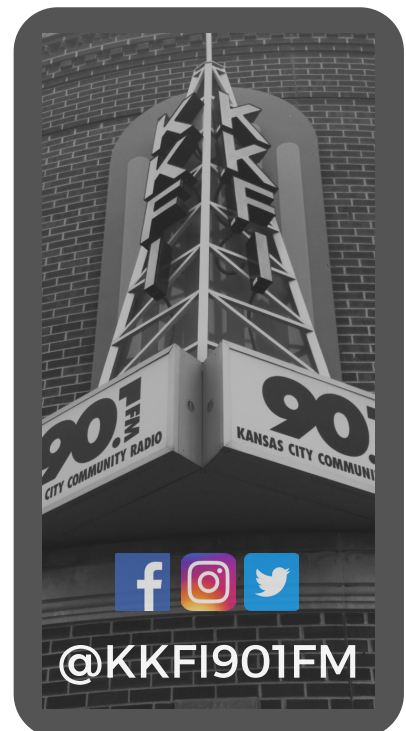
ONLINE RATES - See Marketing Representative

- Web banner on header of KKFI.ORG - Monthly
- eBlast to 5000+ unique addresses - per email blast
- Social media - boosted posts - per post

"KKFI reaches an audience of performing arts lovers and independent thinkers who are always looking for unique arts experiences...we're grateful for their support, and in turn, we're thrilled to help sustain Kansas City's community radio station."

- Emily Behrmann, General Manager

Carlsen Center/Performing Arts at Johnson County Community College



KKFI 90.1 FM, 3901 Main St. #203, Kansas City, MO 64111 - Studio Address
KKFI 90.1 FM, PO Box 32250, Kansas City, MO 64171 - Mailing Address