



Connect With Media's Most Influential Consumers

ACTION TAKERS SOURCE CAPRADIO TO
INFORM THEIR CIVIC AND SOCIAL DECISIONS



capradio



A photograph of a man sitting on a large, reddish-brown rock by a lake. He is wearing a white t-shirt, khaki shorts, and a baseball cap. His hands are behind his head, and he is looking out over the calm water towards a forested shoreline and distant mountains under a clear sky.

CapRadio helps people and marketers
cut through the day's noise and connect
with consequential ideas and each other.

**Sponsorship of CapRadio pairs influential reach with
authentic goodwill to deliver marketing results.**

Professional success, leadership and curiosity make our audiences choice consumers. They eagerly support businesses that show goodwill, purpose and kinship through their marketing investment in public media. And they drive word-of-mouth among their networks.

Sponsorship of nonprofit CapRadio operates like a Swiss Army Knife in media mixes, blending marketing, branding and corporate social responsibility tools.

As an NPR Member station and local nonprofit, CapRadio serves communities throughout the Capital Region, Central Valley and Sierra Nevada with essential journalism and music. With CapRadio, marketers use a multiplatform strategy to extend reach and reinforce message frequency.



ON DEMAND



STREAMING



WEBSITE



NEWSLETTERS



EVENTS



PODCASTS

608K+

monthly multimedia audience

Monthly Audience is the sum of listeners, streamers, web visitors, podcast downloads and newsletter subscribers.
Radio and / or stream uniques: Nielsen, Sacramento Metro, March 2024-February 2025, M-Su 6a-12a, P18+;
Podcasts: Triton, July-December 2024App: Public Media Apps, July-December 2024; Website: Google Analytics,
July-December 2024; Newsletters: Mailchimp, March 2025

CapRadio Listeners MAKE THINGS HAPPEN

KXJZ / KUOP / KXPR LISTENERS¹

LIFELONG LEARNERS

Have a postgraduate degree

% MORE
LIKELY

179%

BUSINESS LEADERS

Work in professional and related occupations

34%

CULTURAL ENTHUSIASTS

Attend live theater

22%

COMMUNITY BOOSTERS

Donate money to a social care or welfare organization

88%

SUSTAINABILITY CHAMPIONS

Donate money or time to environmental causes

123%



216% more likely to be an
INFLUENTIAL
based on public engagement
and advocacy for causes²

Sources: 1. Nielsen, Sacramento Metro, Scarborough R2 2024, August 2023-August 2024, P18+, Listen to KXJZ-FM, KXPR-FM or KUOP-FM;
2. MRI-Simmons Doublebase Fall 2023, Base: Total U.S. Adults, NPR listeners, MRI defines an Influential as someone who participates in three
or more public activities that demonstrate uncommon engagement with their community.

R Street, Sacramento by Kzoo Cowboy on Flickr

Leaders Rely on **NEWS FROM CAPRADIO**

THOUGHT-PROVOKING DISCUSSION AND FACTS

Influential leaders and lifelong learners rely on CapRadio for trustworthy journalism and diverse perspectives to inform their decisions and make the day more meaningful.

CAPRADIO DELIVERS A BROAD AND VITAL MIX

- News and entertainment from NPR
- Global, national and local stories
- Breaking news to current issues to pop culture
- State government coverage



KXJZ —
Sacramento's

#1
STATION
among educated
working professionals

INSIGHT

Strengthen Your Regional Relevance

CapRadio's original news program engages decision-makers impacting regional and state policy and economies.

Award-winning journalist Vicki Gonzalez interviews community leaders, advocates, experts, artists and more to provide background and understanding on breaking news, big events, politics and culture in the Sacramento region and beyond.

Previous Guests include:

- FEMA Media Relations Specialist Renee Bafalis
- California Attorney General Rob Bonta
- Greater Sacramento Economic Council CEO Barry Broome
- Chair of the Yurok Tribe Joseph James
- *All Things Considered* Host Mary Louise Kelly
- PG&E CEO Patti Poppe
- Oakland Mayor Sheng Thao
- NPR Correspondent Nina Totenberg
- *All Things Considered* Host Ari Shapiro

CapRadio.org

Vicki Gonzalez,
Insight Host at CapRadio

Airs Monday-Thursday 9-10a
Always on-demand at capradio.org



LOYAL LISTENERS

KXJZ has low duplication with other stations. Marketers utilize KXJZ and its simulcast stations to reach valuable audiences that do not listen to commercial stations.

	KXJZ	KXPR
Weekly Time Spent Listening ¹	2:30 hours	3:15 hours
CORE LISTENERS / P1 % Who Prefer to Any Other Sacramento Station	61%	50%
EXCLUSIVE LISTENERS % Who Do Not Listen to Any Other Sacramento Station	22%	18%

Source: Nielsen, Sacramento Metro, January 2024-Holiday 2024, M-Su 6a-12a, P18+
1. Nielsen Audio PPM, Sacramento Metro, January 2024-Holiday 2024, M-Su 6a-12a, P18+

MUSIC LOVERS EXPLORE CLASSICAL AND JAZZ

From CapRadio

THE REGION'S EXCLUSIVE BROADCASTER OF CLASSICAL AND JAZZ

Whether seeking a mood shift, inspiration or new discoveries, musicians and fans know CapRadio will fulfill their craving for classical and jazz. They enjoy the rapport with knowledgeable and passionate local hosts who enhance their handpicked playlists with educational commentary and thematic choices.

CapRadio nurtures and promotes the local performing arts scene.

Interviews with the Capital Region's musicians and ensembles, and artists on tour stops, give listeners insight into the craft, and update them on the performing arts scene.



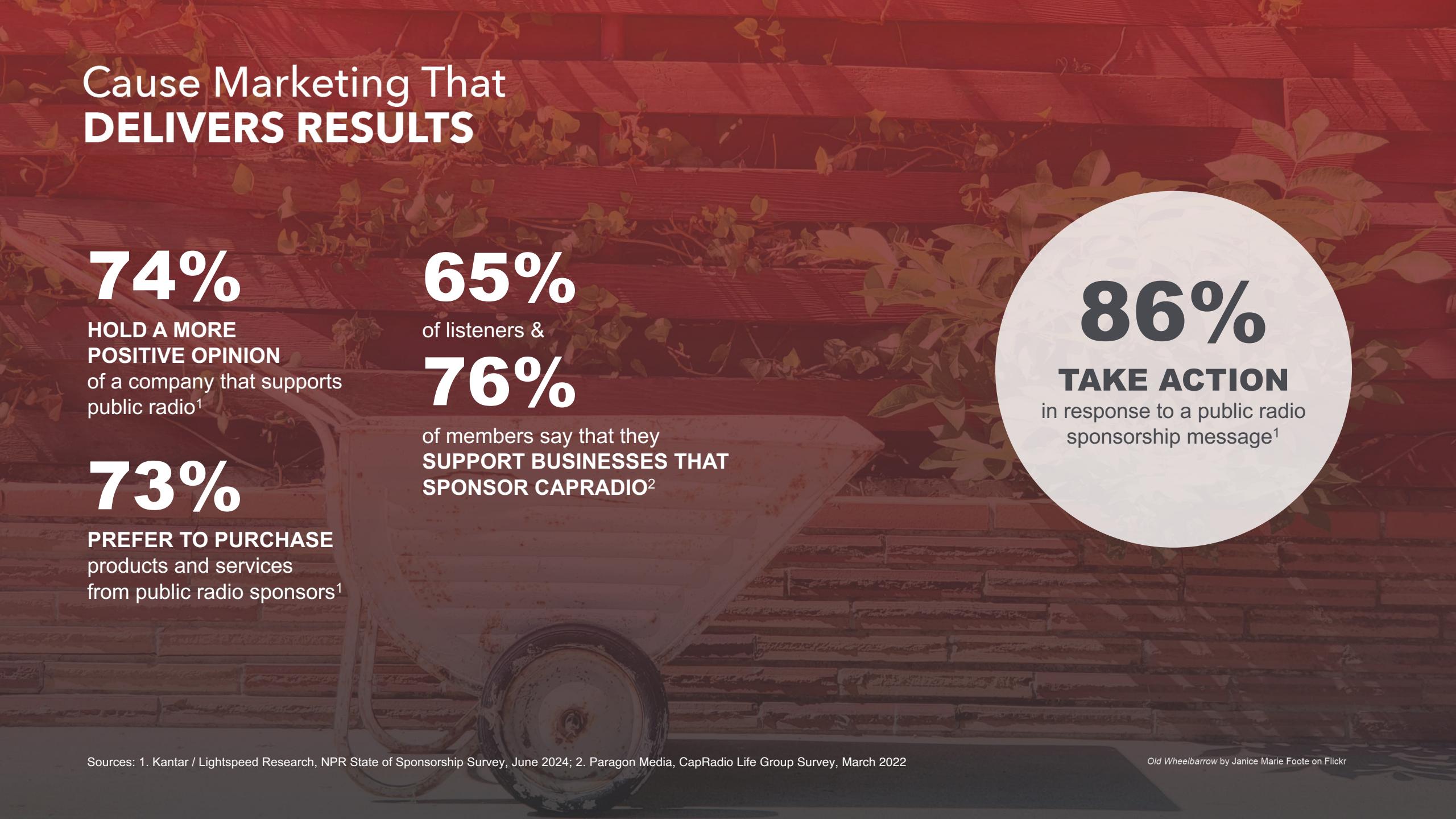
MORE
THAN HALF

of CapRadio listeners go to
cultural performances
and museums

They are more likely
than the average
Sacramentan to attend:
operas, classical music
concerts, live theater,
dances, ballets, and paid
ticket music concerts

Jennifer Reason,
Midday Classical
Host at CapRadio

Cause Marketing That **DELIVERS RESULTS**



74%

HOLD A MORE
POSITIVE OPINION
of a company that supports
public radio¹

73%

PREFER TO PURCHASE
products and services
from public radio sponsors¹

65%

of listeners &

76%

of members say that they
**SUPPORT BUSINESSES THAT
SPONSOR CAPRADIO²**

86%

TAKE ACTION

in response to a public radio
sponsorship message¹

AMPLIFY YOUR MESSAGE

Across CapRadio Platforms

RADIO

KXJZ, KUOP,
KKTO, KQNC,
KXPR, KXJS, KXSR

STREAMING

News KXJZ Stream,
Music KXPR Stream,
ClassicalStream,
JazzStream

PODCASTS

MONTHLY AUDIENCE

361K Unique Listeners
to Any CapRadio News or Music Station

91K Unique Listeners

to Any CapRadio News or Music Stream
507K Streaming Sessions

24K Downloads

WEBSITE

capradio.org

APP

MONTHLY AUDIENCE

152K Unique Visitors
364K Page Views

11K Users

147K Sessions

NEWSLETTERS

ReCap | SacramenKnow

DEDICATED EMAIL

10K Unique Subscribers
54% Open Rate

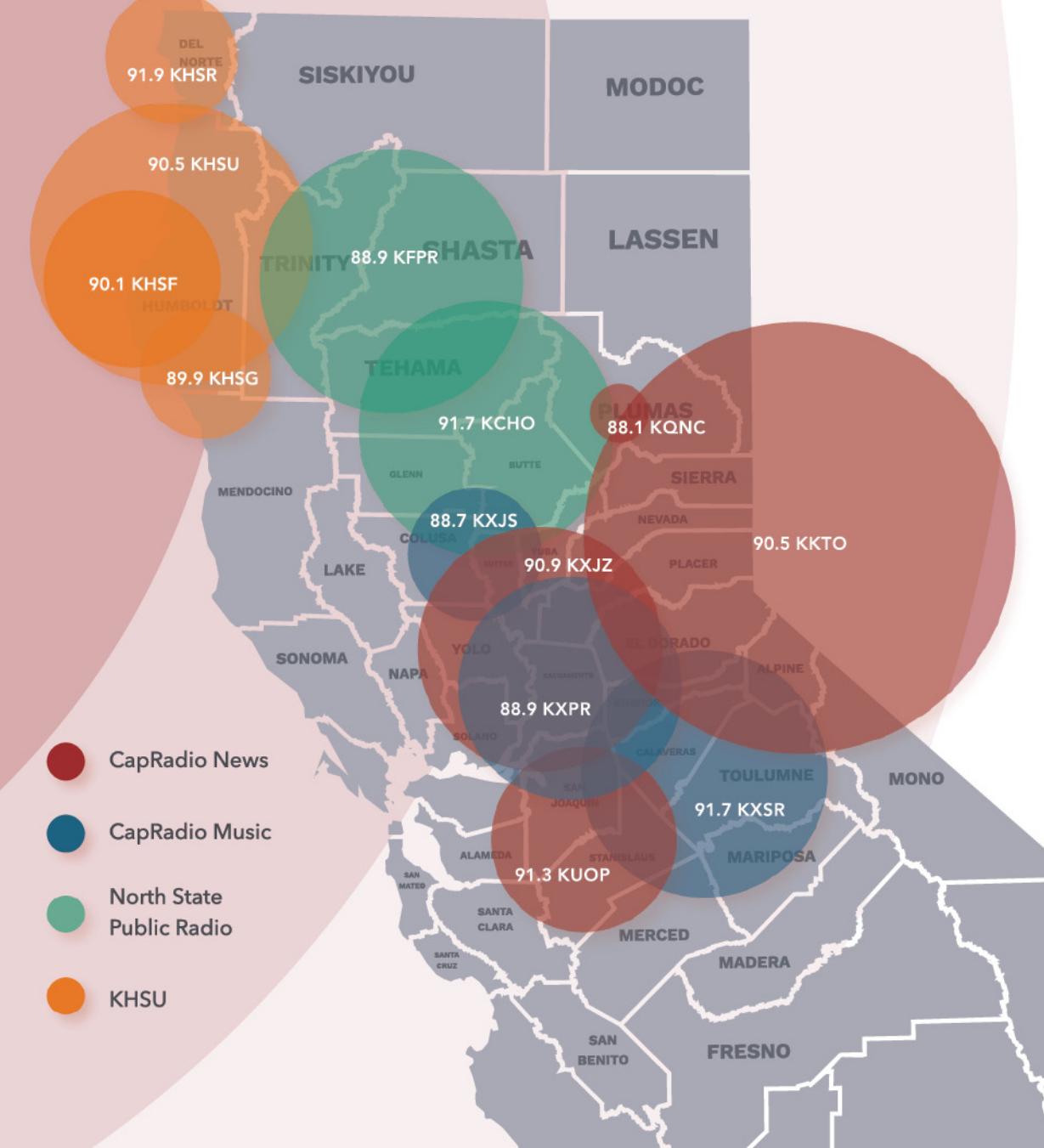
50K Subscribers

Monthly Audience is the sum of listeners, streamers, visitors, downloads and subscribers.

Radio and / or stream uniques: Nielsen, Sacramento Metro, March 2024–February 2025, M–Su 6a–12a, P18+; Stream sessions, Podcasts: Triton, July–December 2024App: Public Media Apps, July–December 2024; Website: Google Analytics, July–December 2024; Newsletter: Mailchimp, March 2025

ROBUST Coverage

CapRadio serves California's Capital Region, Central Valley and Sierra Nevada with NPR news and music stations, digital content and live events.



Radio 15 SECONDS OF IMPACT

ON-AIR AND STREAMING MESSAGES

Strategically crafted messaging conveys your marketing goals in a way that resonates with our listeners. Messages follow language guidelines set by CapRadio and the FCC, which results in a tone that public radio listeners appreciate.

PROFESSIONAL RECORDING BY CAPRADIO

Your message is recorded by CapRadio talent. A familiar voice to listeners reinforces credibility and affinity.

Devin Yamanaka,
All Things Considered
Host at CapRadio



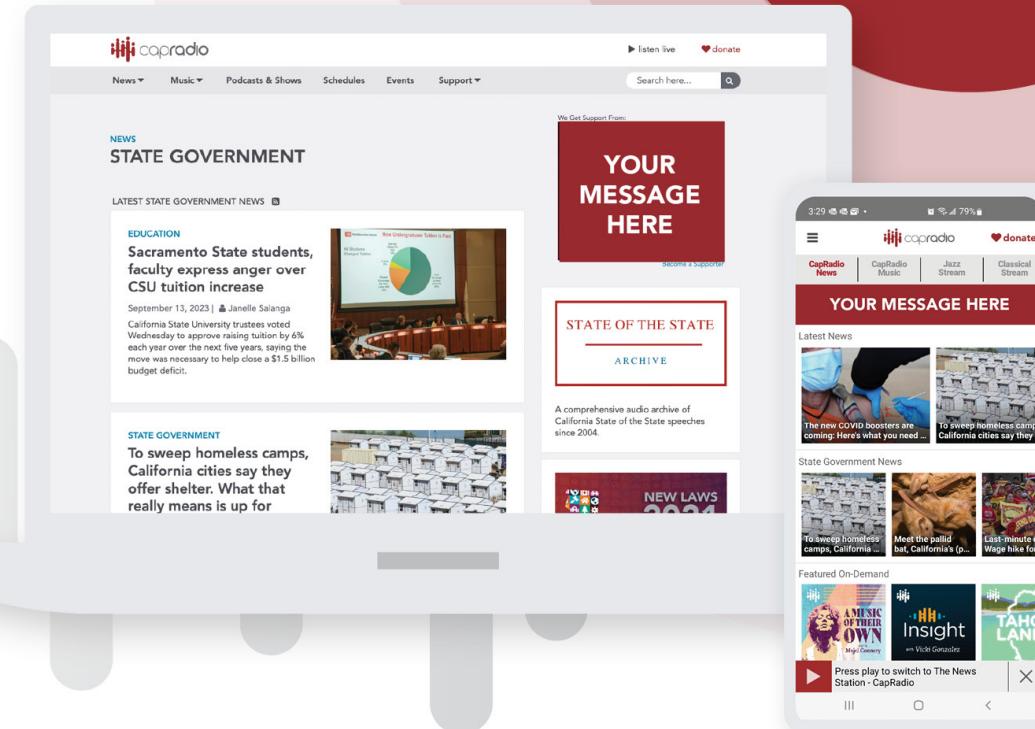
WEBSITE AND APP BANNERS

ASSOCIATE IN A BRAND-SAFE, CREDIBLE ENVIRONMENT

WEBSITE

**300x250, 300x600 AND 768x90 BANNERS
320x50** AND 300x250 MOBILE BANNERS**

152,000 monthly unique visitors¹
364,000 monthly page views¹



APP

**300x250 BANNER SYNCHRONIZED
WITH A :15 AUDIO PRE-ROLL**

10,700 monthly users¹
147,200 monthly sessions¹

** Clients can submit 640x100

70%

of American consumers
are likely to trust a
brand whose ads*
appear on credible
news sites.²

AUDIO STREAM PRE-ROLL

GAIN PROMINENCE AT THE
START OF THE STREAM

15-SECOND AUDIO PRE-ROLL

Includes optional 300x250 banner on the media player

Listeners can access the live streams from their smart devices or the media player on the website. Either way, they'll hear your message before the live programming begins.

CapRadio Streams	Monthly Sessions
News KXJZ Live Stream	400,700
Music KXPR Live Stream	
ClassicalStream	94,700
JazzStream	

Source: Triton, July-December 2024



NEWSLETTERS ENGAGE CORE FANS

CapRadio newsletters reach highly engaged readers. Sponsors are recognized alongside top stories, providing prominence.

300x250 BANNER ADS

ReCap | sent Fridays
5,900 subscribers | 53% open rate
ReCap highlights the top stories in the Sacramento region and beyond.

SacramenKnow | sent Tuesdays and Thursdays
4,700 subscribers | 54% open rate
The newsletter features an in-depth story, looking at what's going on, why it's important and how to get involved. Readers receive fun tidbits about local legends and fascinating Sacramento tales, as well as opportunities to engage with *SacramenKnow* authors.

CapRadio newsletter open rates EXCEED AVERAGE EMAIL MARKETING BENCHMARKS BY
42%



Sources: Mailchimp, July-December 2024. Open rate comparison to average of Constant Contact, Mailchimp, MailerLite averages reported 2023-2024, 38%

DEDICATED EMAIL

SUPERCHARGE YOUR EMAIL OUTREACH

Connect with our influential network of over
50,000 CapRadio fans!

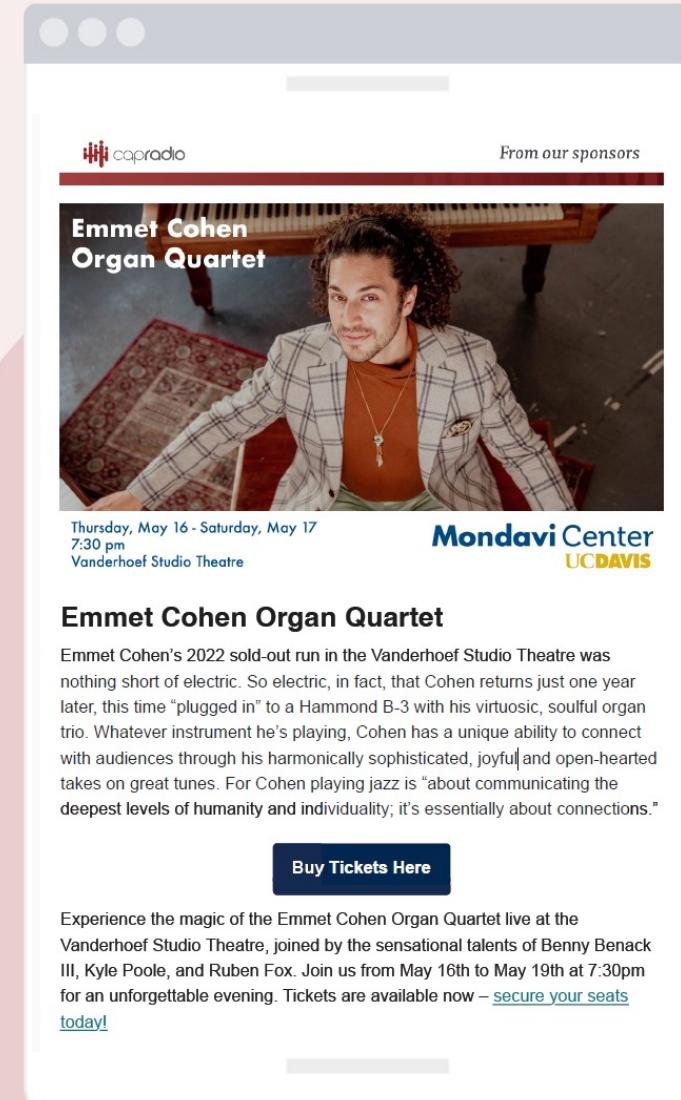
CapRadio offers a dedicated email sent to thousands of engaged individuals in Sacramento. This unique marketing opportunity delivers your brand message to the inbox of our influential audience eager to support local sponsors.

Direct visitors to your site or event with:

- Subject line and preview text (50 characters max each)
- A captivating headline (60 characters max)
- Your dedicated message (150 words max)
- Your eye-catching image (1200px wide, 600 to 900px tall)
- 100% share of voice
- Button and one hyperlink to your website or event

Sponsored dedicated emails average one email send per month.

CapRadio reserves the right to approve copy, image and offer.
Maximum of two emails per sponsor annually.



PODCASTS

IMMERSIVE LISTENING MAKES YOUR MESSAGE MEMORABLE

:15 PRE-, MID- AND POST-ROLLS

Perfect for on-the-go and on-demand listening, CapRadio's podcasts serve local interests and have universal appeal.

Insight – CapRadio's regional public affairs program; new episodes Monday-Thursday weekly

Limited-series podcast highlights include:

- ***This Is What It Feels Like*** – everyday people at the center of issues often overlooked or politicized by society
- ***Mid Pacific*** – what it means to be Asian American
- ***TahoeLand*** and ***YosemiteLand*** – climate change and human interplay with the land
- ***A Music of Their Own*** – women who have succeeded despite male dominance in the classical music industry

MULTIPLATFORM SPONSORSHIPS

Each limited-series debut gives sponsors exposure during the promotional launch



NPR Podcast Audience

76%

have **TAKEN ACTION**
in response to a
sponsorship message

STATEWIDE REACH

CAPRADIO NETWORK

57

of 58 counties
in California

50+

NPR Member stations
across California, Oregon
and Western Nevada

1.5M+

public radio news
listeners

One-stop solution

from planning through
billing, your CapRadio
Network account manager
streamlines all facets of
statewide or regional
sponsorship



The CapRadio Network is an essential part of our media plans for CAL FIRE. The Network does an exceptional job of reaching residents, community leaders and decision-makers in California's large markets and rural communities that are often hard to reach with traditional media. Their single point-of-contact structure allows our team to place statewide and regional buys effectively and efficiently in an environment that's not overly cluttered with ad messages.

Michelle Breese
Sagent Marketing

COMMUNITY-SUPPORTED

A photograph of a woman with short brown hair smiling warmly at a baby she is holding. The baby has dark hair and is looking towards the camera. They are both wearing patterned pajamas. The background is slightly blurred.

The stories that CapRadio brings to our community are very important. **Our support for public radio is paying dividends for us** in the community which we serve.

Steve Marmaduke
Managing Partner
Wilke Fleury Law Firm

Thank you for all the relevant content you work so hard to communicate to the public. **I count on CapRadio as an objective news source.**

Jessica, *listener*
Carmichael, CA

A photograph of a woman with short brown hair smiling warmly at a baby she is holding. The baby has dark hair and is looking towards the camera. They are both wearing patterned pajamas. The background is slightly blurred.

Thank you for providing the excellent journalism and programming that you do. It truly helps me **make sense of the complex and numerous issues the world, our country and my community face.**

Joy, *listener*
Carmelian Bay, CA

A photograph of a woman with short brown hair smiling warmly at a baby she is holding. The baby has dark hair and is looking towards the camera. They are both wearing patterned pajamas. The background is slightly blurred.

When we first started underwriting with CapRadio, **I could not believe the response — the texts, the phone calls, clients coming in “I heard you on CapRadio.”** If CapRadio was a piece of jewelry, it would be a true one-of-a-kind.

Shawn Baldwin
Owner and Creative Director
Sierra Moon Goldsmiths

CAPRADIO MISSION

To provide a trusted and indispensable source of information, music and entertainment while strengthening the civic and cultural life of the communities we serve.

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Sacramento, CA 95826-2625
916.278.8900

SPONSORCAPRADIO.ORG

