

KVCR

PUBLIC MEDIA



UNDERWRITING IN SOUTHERN CALIFORNIA

KVCR 91.9FM (NPR) reaches over 2,100,000 residents in Inland Southern California and has a loyal audience of up to 80,000 cumulative listeners on a weekly basis.

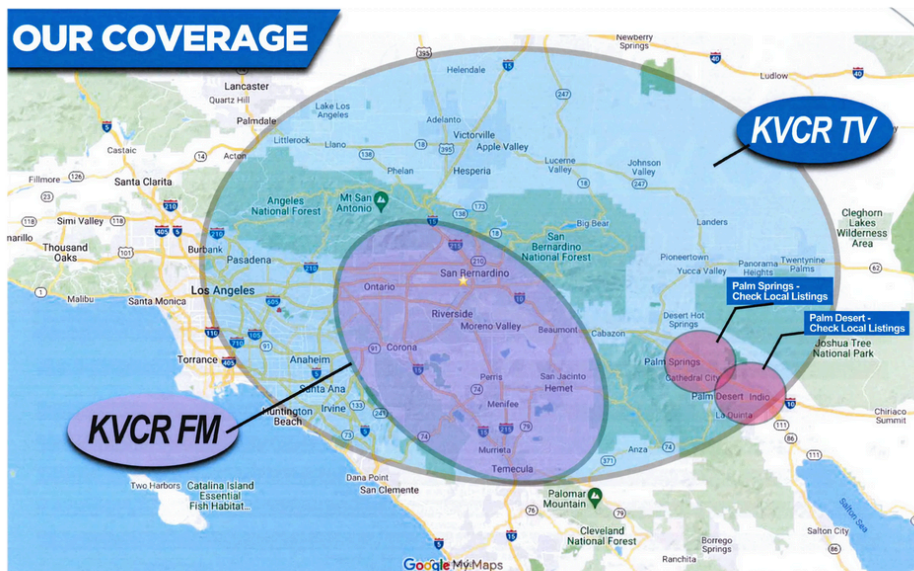
KVCR TV (PBS) averages an audience of over 500,000 households on a monthly cumulative basis and has a reach of over 10 million viewers in Inland Southern California and Greater Los Angeles area.

KVCR FM is available on 91.9 FM or KVCRnews.org
KVCR Digital FM streaming through the KVCR app

Free Over-the-Air Television - Channel 24.1 via Antenna
Cable - Channel 24.1 on Spectrum, AT&T U-verse, Frontier FIOS
Satellite - Channel 24.1 on DirecTV and DISH



AUDIENCE REACH



STAY CONNECTED WITH US

KVCR.ORG

KVCRNEWS.ORG

FNX.ORG

UNDERWRITING RATES

An investment in KVCR is an investment in our community!

Since 1953, KVCR has powered the voice of the Inland Empire — educating, informing, and inspiring generations across Southern California. Underwriting is the name the FCC has given to public media stations acknowledging support from the business community. When your business supports KVCR, you’re not buying ads — you’re earning credibility, building community goodwill, and getting noticed by a loyal, values-driven audience. Now, it’s your turn to amplify your brand alongside trusted PBS and NPR programming.

LOCAL PROGRAMMING RATES



HIGH IMPACT PLACEMENT		RUN OF SCHEDULE		LENGTH OF SPOT	
SESSION		SCHEDULE		:15	:30
PRIMETIME PROGRAMMING		Weeknights 7:00 PM - 10:00 PM		\$40	\$60
WEEKEND PROGRAMMING		Saturday 3:00 PM - 4:30 PM Sunday 8:00AM - 10:00 AM		\$25	\$50
CHILDREN’S PROGRAMMING		Weekdays 6:30 AM - 11:00 AM		\$25	\$30

HIGH IMPACT PLACEMENT		RUN OF SCHEDULE		LENGTH OF SPOT	
SESSION		SCHEDULE		:15	:30
MONDAY THROUGH FRIDAY		5:00 AM - 9:00 AM 3:00 PM - 7:00 PM		\$75	\$100
MONDAY THROUGH FRIDAY		9:00 AM - 3:00 PM 7:00 PM - 12:00 AM		\$65	\$80
OVERNIGHT		12:00 AM - 5:00 AM		\$35	\$45
WEEKENDS		5AM - 12:00 PM		\$75	\$100
WEEKENDS		12:00 PM - 12:00 AM		\$65	\$80

NATIONAL PROGRAMMING RATES



HIGH IMPACT PLACEMENT		LENGTH OF SPOT	
STANDARD RATES		:15	:30
PRIME TIME	7:00 PM - 11:00 PM	\$350	\$455
DAYTIME	7:00 AM - 7:00 PM	\$210	\$275
OVER NIGHT	11:00 PM - 7:00 AM	\$90	\$160

HIGH IMPACT PLACEMENT		LENGTH OF SPOT	
(NON-PROFIT RATES)		:15	:30
PRIME TIME	7:00 PM - 11:00 PM	\$245	\$315
DAYTIME	7:00 AM - 7:00 PM	\$175	\$230
OVER NIGHT	11:00 PM - 7:00 AM	\$105	\$135

• FNX connects with **84.5 million households** throughout the country across 34 states.

CONTACT INFORMATION

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SCAN QR Code or visit
www.kvcrnews.org/underwriting
for the full Underwriting Kit

