

RADIOLEX FOR ADVERTISERS

Instead of traditional advertising, **RADIOLEX** relies on supportive businesses like yours to underwrite our programming.

Underwriting is a great way to market your business and show your heart for our community. Connect with a highly diverse, engaged audience of 50,000+ and 100+ local influencers/radio volunteers.

As a **radio underwriter**, you'll be recognized with special 30-second radio spots that follow specific FCC rules for public radio.

As a **website underwriter**, you'll align your values with those of our 4,000+ monthly visitors.

Savvy marketing professionals will appreciate our **discounted radio + web tile underwriting bundle**.

As a **newsletter underwriter** you will be featured exclusively in an email newsletter sent to 2800+ contacts.

RADIO UNDERWRITING

MONTH \$300

Minimum 30 spots ROS*/mo.
For every six months, get one month free

WEBSITE UNDERWRITING

MONTH \$300

Ad time appears throughout website linked to your business.
For every six months, get one month free.

RADIO + WEBSITE BUNDLE

MONTH \$500

for every six months, get one month free

NEWSLETTER UNDERWRITING

PER NEWSLETTER \$300

for every six newsletters, get one newsletter free,

CUSTOM UNDERWRITING

CONTACT US FOR A QUOTE

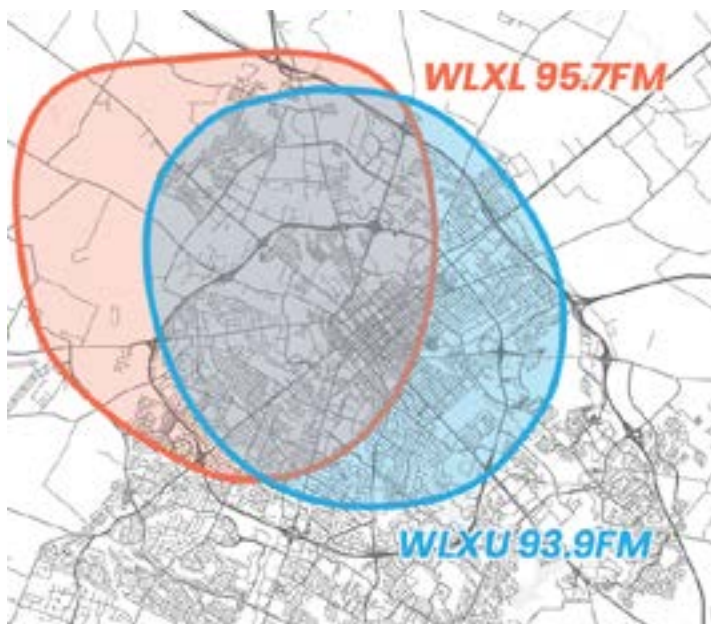
for underwriters who would prefer to have an ongoing, significant presence on air, online, and in our newsletters.

*ROS = Run of Schedule (drive time, prime time, late night, and early morning)

Because we are a small station with limited production and scheduling capacity:

- All rates listed are net.
- Radio sponsors may choose to air 100% English spots, 100% Spanish spots, or 50%-50% of each.
- Radio spots run for four consecutive weeks.
- Messages may be refreshed once each month.
- RADIOLEX will review all radio content for FCC compliance.
- RADIOLEX provides translation and production services.
- Radio sponsors will receive a monthly broadcast log showing the dates and times their messages aired.





PARTNER WITH RADIOLEX: AMPLIFY LOCAL VOICES

RADIOLEX is Lexington's community radio.

We reach 50,000+ listeners often overlooked by commercial media. We broadcast on 93.9FM (English) and 95.7FM (Spanish).

Our programs elevate Black, Hispanic, immigrant, and LGBTQ+ voices. We feature local artists, musicians, and community organizations.

Smart businesses know: inclusive communities are thriving communities.

Co-branding with RADIOLEX shows your commitment to making sure every voice matters. You'll connect with educated professionals and cultural leaders who value social responsibility. You'll reach a diverse, loyal audience with strong purchasing power.

Join us!
Strengthen local voices.
Grow your business.
Build a better Lexington.

RADIOLEX's AUDIENCE is:

- community-oriented
- ethnically diverse & multi-lingual
- educated & well informed
- socially-minded
- genXers & millennials
- community organizers & advocates
- politically active & engaged
- committed supporters of local business, music, arts & culture
- entrepreneurs & influencers

Gender Identity: Female 52%, Male 42%, Non-Binary/Other: 6%
Age: 0-24 5%, 25-34 10%, 35-44 10%, 45-54 30%, 55-64 25%, 65+ 20%
Race/Ethnicity: Asian/Asian Americans/Pacific Islanders 2%, Black/African American/African 31%, Hispanic/Latino/Latina/Latin 32%, Native American/American Indian/Indigenous 1%, White/Caucasian/European 32%, Multi-Racial 2%
Primary language: English 50%, Spanish 45%, Other 5%
Sexual Orientation: LGBT 15%, Non-LGBT 85%
Disability: Persons with a disability 10%, persons without a disability 90%