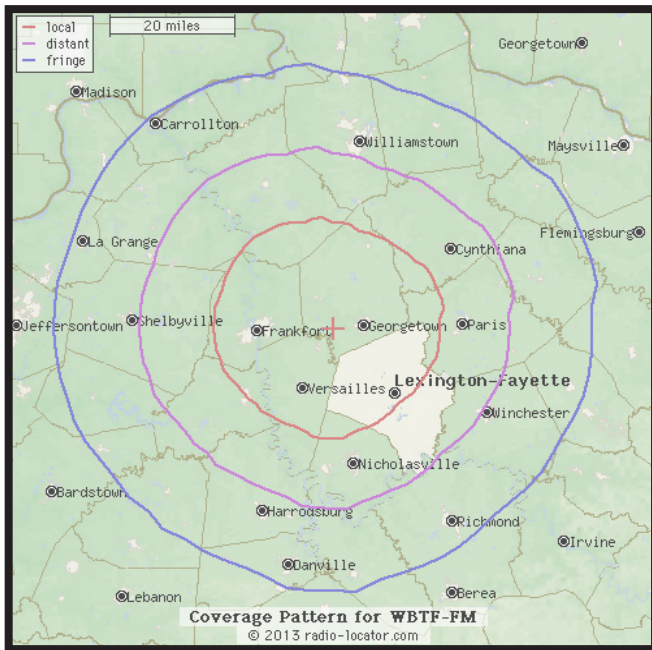




# KEY CONVERSATIONS

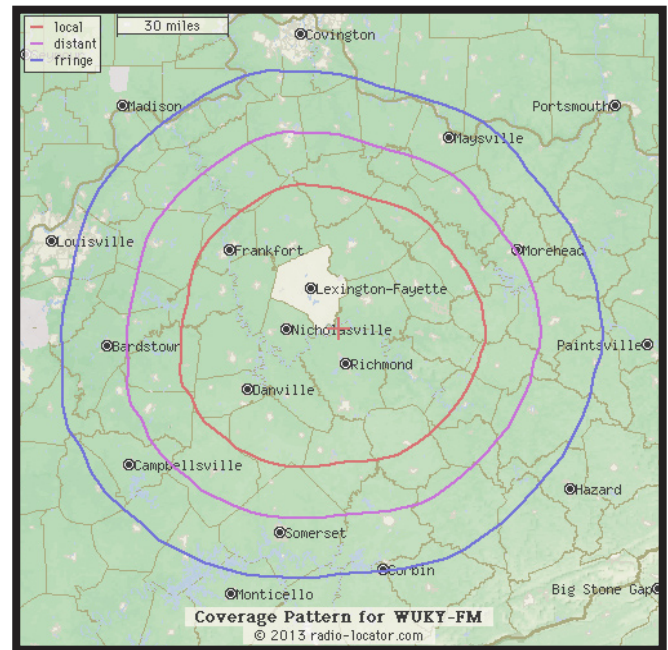
- RADIO SHOW -  
CONVERSATION IS THE KEY

## MEDIA KIT



**THE BEAT** (107.9FM) is the region's clear leader in the urban music format. The Sunday lineup includes the only Black hosted talk radio program, **Key Conversations**, and the only gospel music programming in the region. Our core readers are already tuned to **107.9FM** and it is a natural partner for our program.

Key Conversations Radio airs on WBTF 107.9FM each Sunday at 7 a.m. and plays simultaneously on [www.1079thebeat.com](http://www.1079thebeat.com)



**WUKY** (91.3 FM) boasts a very affluent listenership and is known for quality talk and entertainment programming. WUKY has the largest range of any FM station based in Central Ky. On a clear day WUKY can be heard into Ohio, Indiana and TN. The 7 p.m. time slot on WUKY offers us the unique branding opportunity to promote Key Conversations "On The Sevens".

Key Conversations Radio airs on WUKY 91.3FM each Sunday at 7 p.m. and plays simultaneously on [www.wuky.org](http://www.wuky.org)

## Sponsor Rates

### Key Conversations Weekly Sponsor (Commercial) \$350 per week

Show airs each Sunday 7-8 a.m. on WBTF 107.9FM and [www.1079thebeat.com](http://www.1079thebeat.com)

- Three Segment outro announcements (Company name with one sentence)
- One 30 second produced commercial in first spot block;
- Commercial embedded in podcast on website
- Logo displayed in print promotion of the radio show in The Key Newsjournal

*Individual commercials sold for \$50 per :30 seconds based on availability.*

**Producers: LexTown Media, LLC P.O. Box 23321 Lexington, Kentucky 40523**  
**Phone: 859.685.8488 [www.keyconversationsradio.com](http://www.keyconversationsradio.com)**

### Key Conversations Weekly Sponsor (Public Radio) \$250 per week

Show airs each Sunday 7-8 p.m. on WUKY 91.3FM and [www.wuky.org](http://www.wuky.org)

- One underwriter announcement (Company name, event promotion/explanation total :20 seconds)
- Commercial embedded in podcast on website
- Logo displayed in print promotion of the radio show in The Key Newsjournal