



KOOTENAY CO-OP RADIO SPONSORSHIP & ADVERTISING 2026

When you add Kootenay Co-op Radio to your marketing mix, you can reach across the entire West Kootenay community !

ADVERTISE ON KCR

30 sec spot	15 sec spot
\$15	\$8

- 6am - 6pm** • Minimum buy 21 spots
- prime time** • Spot production & script writing included
- Mon - Sun** • Production of ad, includes voice acting, editing and background music

Since 1999, we've worked to build Kootenay Co-op Radio into the member-owned, member-operated destination for listeners who want an authentic West Kootenay experience. We operate as a non-profit cooperative with a small team of staff and a large dedicated volunteer base.

BECOME A SPONSOR

3 months	6 months	1 year
\$690	\$1140	\$1920

- 15 sec spot** • 15 sec spot "sponsorship message"
- 2x per day** • Logo on the home page at www.kootenaycoopradio.com
- 6am-11pm** • Social Media Mention when you sign up/ renew
- Spot production & script writing
- 5 sec supporter mention

SPONSOR A SHOW

6 months	1 year
\$485	\$885

- 15 sec spot** • 2 host mentions
- Once a week** • 15 sec spot "sponsorship message" plays before the show
- Logo on the home page at www.kootenaycoopradio.com
- 5 sec supporter mention

Monthly payments available: for \$84/month

LOCATIONS



93.5 FM | Nelson/North Shore
Castlegar/South Slocan/Rossland
96.5 FM | Kaslo/East Shore
101.5 FM | Lower Slocan/Castlegar
www.kootenaycoopradio.com

KCR COMMUNITY

co-op members: 4000
active volunteers: 150
followers on social media: 8000+
mailing list subscribers: 1800+
website visitors : 4K monthly

DEMOGRAPHIC

average income: \$ 60 000+
age: 25-65
male: 45%
female: 55%
mailing list subscribers: 1800+

+ the majority of our listeners are likely college educated, parents and active in the community

CONTACT

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FRIENDS CARD PROGRAM

The KCR Friends Card is an entirely FREE program that directs listeners to your business, connecting you to a community that values engaging with local, independent businesses in the Kootenays. Businesses, in turn, offer a discount* to folks who have a KCR Friends Card.

free

20sec radio spot

Social Media Promo



*Offer a discount up to 15 % to Kootenay Co-op Radio listeners

SPONSOR A EVENT

Nelson Polar Bear Swim - January 1st

The Polar Bear Swim is an annual family-friendly event that brings together the community at Lakeside Park for the traditional New Year's dip, in partnership with Friends of Kootenay Lake Stewardship Society. All proceeds go to our two non-profits.

Up to 350-400 participants



Blus, Brews & BBQ - February or March

The Kootenay Blues Society organizes the Blues, Brews & BBQ event every year to raise money for Kootenay Co-op Radio. The event takes place at Finley's and the Balfour Beach Inn over a weekend.

Up to 300 participants
(180 at Finley's and 120 at the Balfour Beach Inn)

Kootenay Co-op Radio Block Party - End of May

The KCR Block Party is a FREE event meant to reunite, celebrate, and rock around the block! This is a family friendly event with free activities: music, bouncy castle and face painting. The event takes place at Lions Park in Nelson.

Up to 1500 participants through out the day

