

2026 MEDIA KIT



KRFC

88.9^{FM}

RADIO FORT COLLINS™

LIVE-LOCAL-COMMUNITY

CONTACT:
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WWW.KRFCFM.ORG



2026 PROGRAMMING

Colorado Music is the mainstay of what we play. Our daytime programming is dominated by the KRFC NoCo Flow® music mix featuring a blend of Colorado, national, and global musicians.

Evenings and weekends are full of specialty music shows featuring a wide range of genres: Bluegrass, Reggae, Classical, Jazz, R&B, Soul, World, Folk, Underground Rock, Indie and More! Public Affairs programming rounds out our KRFC 88.9 FM schedule. Our locally produced programs can be heard nowhere else on the radio dial. Our talented volunteer programmers present shows that cover business, the arts, local culture and community issues, engaging listeners with thoughtful conversation. KRFC boasts over 80 Programmers on the air and 62 uniquely produced radio shows per week.

KRFC FACTS



**More than 140
volunteers in total**



**Listener reach from the
Wyoming border to Boulder**



**Over 98% of programming
is locally produced**



**Reach of 40K listeners each
week (radio and streaming)**



**Live in-studio shows
each day**





KRFC RADIOVISION-LIVE@LUNCH

KRFC RadioVision LIVE@LUNCH® is the star of KRFC's music programming. Each Friday from noon to one, KRFC presents local and national bands in the Ginger & Baker studio, which is not only captured to air on the radio but is also videoed which provides the musicians with free, high-quality video they can use to further their careers. These videos are available to watch on the KRFC RadioVision YouTube channel. More than 1,100 musicians have played on LIVE@LUNCH® since KRFC went on the air in 2003.

Past artists to perform on LIVE@LUNCH include Graham Good and the Painters, Aubrey Dale, Christine Alice, Slow Caves, and more.



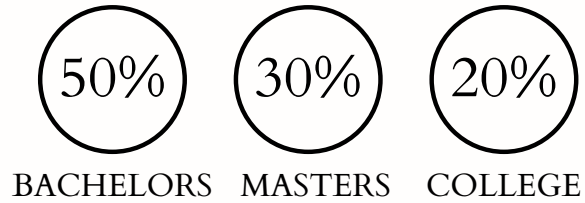
Scan the QR Code above to see
KRFC's Radiovision

KRFC Demographics

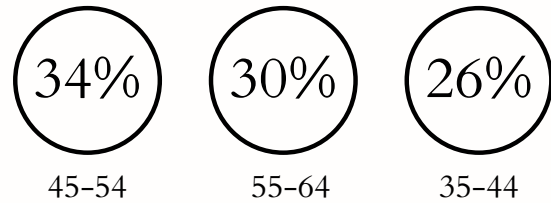
Our listeners are influential & active in their communities, judging by the information gathered from KRFC 88.9 FM listener surveys.



EDUCATION



AGE



OTHER IMPORTANT STATS

- 51% Men/49% Female
- 60% of listeners are married
- 75% of listeners make over \$50K annually

51% of listeners will attend an event *they hear on KRFC FM.*



2026 COMMUNITY PARTNERSHIPS - ANNUAL

LEVEL 1: ROCK STAR (\$20,000)

- Provides 35 mentions per week
- Live broadcast/appearance from your business (2x during the year)
- Logo on KRFCFM.ORG (with website click-thru)
- Rotating digital ad
- KRFC Podcast Network spot inclusion
- Logo on all event posters (Birthday Bash and Colorado Gives Day)

LEVEL 2: PRODUCER (\$12,500)

- Provides 25 mentions per week
- Live broadcast/appearance from your business (1x during the year)
- Logo on KRFCFM.ORG (with website click-thru)
- Rotating digital ad
- On-Air Event Sponsor Mentions (Birthday Bash and Colorado Gives Day)

LEVEL 3: TOUR MANAGER (\$10,000)

- Provides 20 mentions per week
- Logo on KRFCFM.ORG (with website click-thru)
- Rotating digital ad

LEVEL 4: PROMOTER (\$7,500)

- Provides 12 mentions per week
- Logo on KRFCFM.ORG (with website click-thru)

LEVEL 5: ROADIE (\$3,500)

- Provides 7 mentions per week
- Logo on KRFCFM.ORG (with website click-thru)

The above partnership ideas are based on an annual agreement. We can work with any budget to provide you with the right amount of frequency to support your business and KRFC FM.



For more information on how to sponsor
KRFC 88.9 FM programming and events,
please contact:

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