



# KRUI MEDIA KIT



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[www.1490KRUI.com](http://www.1490KRUI.com)

1490 KRUI - The Mountain is a local radio station licensed to the Village of Ruidoso broadcasting a soft adult contemporary format with local news, weather, community activities, public service announcements and a weekly segment

# KRUI 1490 AM THE MOUNTAIN

## PROFILE

Twenty-four-hour programming includes a soft adult contemporary music format with weekly local shows local news, weather, community activities, and public service announcements relevant to residents and visitors.

Online streaming is now available online at <https://rdo.to/KRUIAM>



## COVERAGE LINEUP



Weekly morning local programming

- Monday- Monday's with the Mayor
- Tuesday- Mountain Air with ENMU
- Wednesday- Local Legends & Summit Talk
- Thursday- Outdoor Hour | Fishing & Snow Report
- Friday- Village Volume
- Saturday- Let's Talk Music!
- Weekend Warriors

## AUDIENCE BREAKDOWN

- Gender- 57% Female | 43% Male
- Ethnicity- 61% White | 22% Black | 11% Hispanic | 3% Asian | 3% Other
- Ages- 6-17: 2% | 18-24: 6% | 25-34: 11% | 35-44: 25% | 45-54: 25% | 55-64: 23% | 65+: 8%
- Education- Yet to Finish HS 4% | High School Graduate 26% | Some College 35% | College Graduate 24% | Some Graduate School 11%
- Household Income- Under 20K 4% | 20-29K 9% | 30-39K 18% | 40-49K 15% | 50-59K 17% | 60-69K 16% | 70-79K 7% | 80-89K 6% | 90-99K 4% | 100K+ 4%

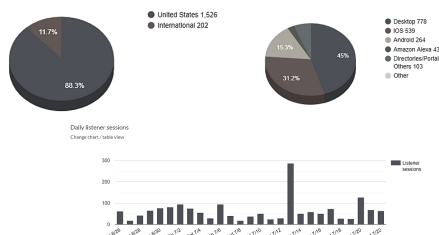


## AIRTIME RATES

RATES		
Day and Time	Rate	Non-Profit
Mon-Fri 6a-10a	:60 \$12	:60 \$10
	:30 \$10	:30 \$8
Mon-Fri 10a-3p	:60 \$10	:60 \$8
	:30 \$9	:30 \$7
Mon-Fri 3p-7p	:60 \$11	:60 \$9
	:30 \$9	:30 \$7
Mon-Fri 7p-Mid	:60 \$4	:60 \$3
	:30 \$3	:30 \$2
Saturday	:60 \$4	:60 \$3
	:30 \$3	:30 \$2
Sunday	:60 \$4	:60 \$3
	:30 \$3	:30 \$2

## REACH

Nearly 1,000 online listeners  
Average of 200 local weekly listeners



## LIVE-REMOTES

RATES		
Day and Time	Rate	Non-Profit
Live Remotes	2 hrs \$400	2 hrs \$200
	3 hrs \$500	3 hrs \$250



**PROGRAM SPONSORSHIPS** \$500 per quarter| Before and after :30 spot