



wknc.org

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WKNC-FM is a student-run, non-commercial radio station. Established in 1922, N.C. State student radio provides exciting programming to devoted listeners throughout the greater Triangle area. Boasting 25,000 watts of intense broadcasting, WKNC reaches a vast local, regional, and international audience with online MP3 and Ogg streaming technologies.

Front Page Sponsorship

125 x 125 = \$125 / month

The front page of wknc.org receives 25% of all traffic to the Web site, averaging more than 15,000 unique page views per month. Ten 125 x 125 pixel ads are set to rotate on the right side of the home page, with three visible at any given time. The Student Media design team can help you with your creative, just allow five business days for design time. If you would like to advertise for less than a month, ask about special pricing.



Web Stream Sponsorship

\$15 for 1 week or \$50 for 4 weeks

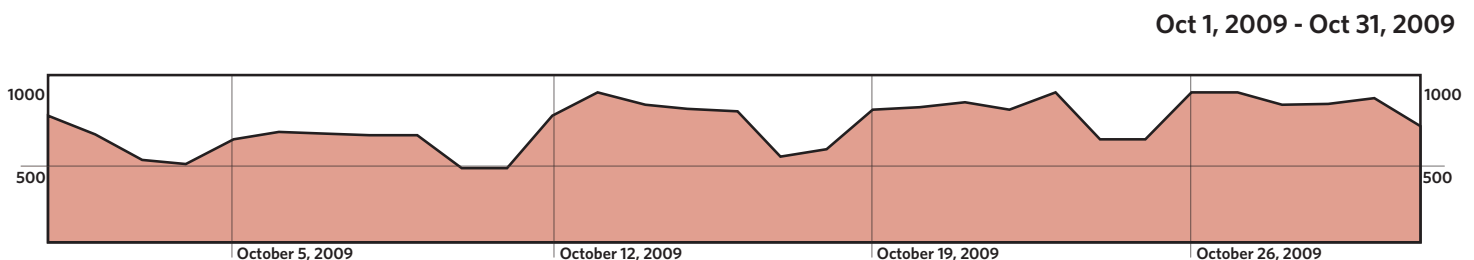
WKNC streams all its programming on wknc.org, except for Wolfpack sports broadcasts. The WKNC stream, available in high- and mid-quality MP3 and Ogg format, averages 100 listeners between 12 and 4 p.m. weekdays. Businesses can sponsor the WKNC Web stream with a 10-second announcement played as each listener connects to the Web stream.

Online Audience

During October 2009, 15,626 people made 29,574 visits to wknc.org. More than 20,000 came from North Carolina and 87% of those views came from Wake, Durham and Orange Counties.

- 8,578 visited 9+ times during the month
- 3,571 visited from the NCSU network
- 1,160 visited from their iPhone
- Average visits per day was 954
- Average page views per visit was 2.87
- Average time on site was 03:26

Visitors Overview



15,626 people visited this site