



# KWAX Classical Oregon

Underwriting Rates and Media Kit

University of Oregon  
January 2026





# Your Business. Our Audience. A Classical Partnership.

Join dozens of businesses, arts groups, and professionals who raise awareness for their services through underwriting announcements on KWAX.

Effective and affordable, KWAX underwriting boosts your brand awareness through association with the world's greatest music.

- Reach a total market population of nearly **1 million** in Western and Central Oregon.
- In the Eugene area, KWAX is heard by **23,000** affluent, educated, and community-oriented listeners each week.



# Why Sponsor Classical Radio?

Classical music radio provides beauty and peace that raises listeners' spirits and offers a refuge in a stressful and difficult age.

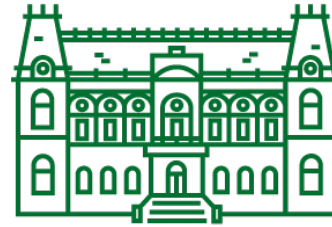
KWAX satisfies the personal, internal needs of audiences. Through the station they identify with a like-minded community and appreciate businesses that support the cause.

*“Having a local classical station inspires hope for their community and the future of culture and civilization.”*

— Walrus Research/Nielsen Audio



*Photo courtesy of UO Archives*



## Quack from Way Back

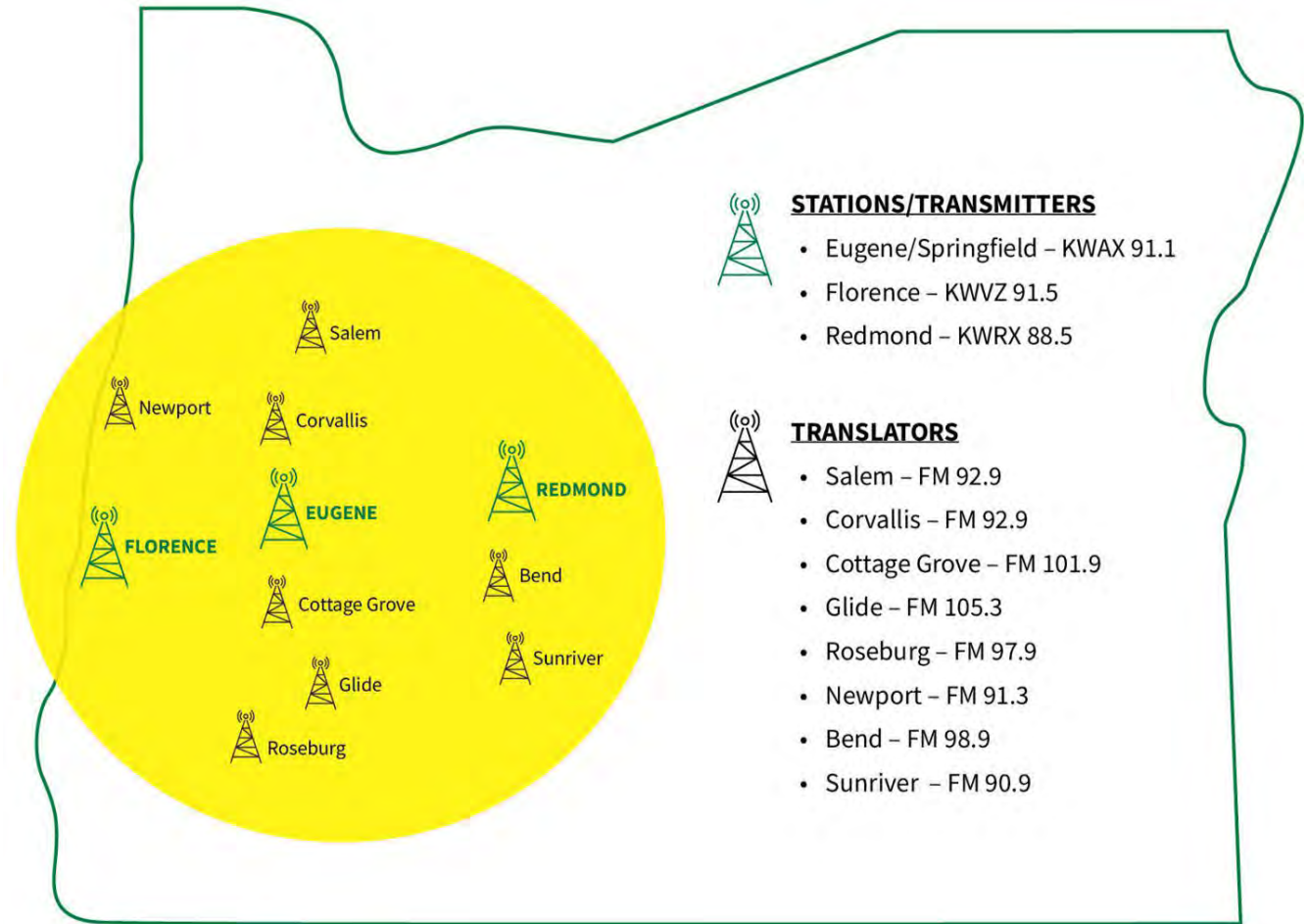
Firmly rooted in Duck history, KWAX Classical Oregon began as a University of Oregon student station in 1951. Since the 1980s it's the UO's professionally staffed classical music and cultural powerhouse, delivering locally hosted shows and nationally produced music 24/7.

# Heard Across the State and Worldwide

Reaching from the Coast to the Cascades and throughout the Willamette Valley, KWAX is a network of three full-power public radio stations.

Translators relay the signal from Salem to Roseburg, from Redmond to Sun River, and from Florence to Newport.

Thousands more listen worldwide via streaming.



# Who's Listening?

Loyal, discerning, and educated audiences. Could they be your next customers?

**81%**



OF KWAX LISTENERS **OWN THEIR OWN HOME**, WITH AN AVERAGE VALUE OF MORE THAN \$625,000

COMBINED, KWAX

LISTENERS EARN NEARLY

**\$700 MILLION**



ANNUALLY WITH AVERAGE HOUSEHOLD INCOMES OF **MORE THAN \$150,000**

NEARLY

**90%**



OF KWAX LISTENERS HAVE **ATTENDED COLLEGE** OR EARNED AN ADVANCED COLLEGE DEGREE



# What Do KWAX Business Partners Receive When They Underwrite?

According to research commissioned by Louisville Public Radio, the four top values consumers rank as most **important for a business** are quality, reliability, transparency, and innovation.

Increasingly, loyal listeners ascribe the values of **quality, reliability, transparency, and innovation** to sponsors of public radio stations like KWAX.

The same research found 80% of listeners either strongly agree or agree they **prefer to take their business to the station's sponsors**.

88% of listeners strongly agree or agree that **they think more highly of businesses** when they hear them supporting public radio.

# Underwriting or Advertising?

KWAX is licensed to the University of Oregon as a Non-Commercial, Educational Public Radio Station.

As such, the Federal Communications Commission allows underwriting messages on KWAX but prohibits advertising.

## Allowed underwriting content

- Slogans that identify but do not promote (*“Kendall Auto Group, let’s start something great”*)
- Trade names, product and service listings that aid in identifying (*“your home for Karastan carpets”*)
- Value-neutral descriptions of products and services (*“all the supplies you need to tend to your garden”*)
- Locations including website (*“find us at 5th and Willamette and online at xyz.com”*)

## What will my spot sound like?

- Length is limited to approximately 20 seconds, about 40 words.
- Most underwriting messages are read live during weekday hours, and some are recorded for evening and weekend hours.
- KWAX limits underwriting messages to four or less per hour during normal programming. Your message will stand out and be memorable to our day-in, day-out audiences.

## Prohibited underwriting content

- Comparisons and Endorsements (*“two out of three moms prefer Jif”*)
- Quantitative and qualitative statements (*“better cars, better selection”*)
- Price or value distinctions (*“you always get more for your money at XYZ stores”*)
- Calls to action (*“Hurry in for savings, sale ends Sunday”*)



# Program Highlights

## **Weekdays 6 a.m.–6 p.m.**

Anytime Classical

Live-hosted KWAX Music with Kimberly and Rocky

Popular specialty programs: Piano Matters, Classical Guitar Alive, Played in Oregon, and more

## **Weekday Evenings**

Exploring Music, New York Philharmonic, Through the Night, and more

## **Weekends**

Classics for Kids, Metropolitan Opera, Sounds Choral, Pipe Dreams, Organ Loft, and more

See the complete program listings: [kwax.com](http://kwax.com)

# Who Sponsors KWAX?

As an underwriter, you will join these and other respected local businesses and arts groups who support KWAX radio

Authentica Wines

Capella Market

Cascade Health

Chamber Music @ Beall

Chamber Music Amici

Corvallis OSU Piano International

Cottage Theatre

Erickson and Associates Financial Services

Eugene Ballet

Eugene Concert Choir

Eugene Opera

Eugene Symphony

Hearing Associates

High Desert Chamber Music

Hult Center for the Performing Arts

John G. Shedd Institute

Josh Gourley Insurance Agency

Mountain Rose Herbs

Newman's Fish Market

Opera Bend

Oregon Bach Festival

Oregon Humanities Center

Oregon Mozart Players

Oregon Symphony Assoc. Salem

Osher Lifelong Learning Institute

Richard Gretz Goldsmiths

Sea Lion Caves

Sperry Tree Service

Sundance Natural Foods

Sundance Wine Cellars

The Syman-Degler Group

Uncommon Scents at the Meridian

UO Museum of Natural and Cultural History

*... and more*



# Underwriting Rates

DAY PARTS	RATE	4X/WK	6X/WK*	8X/WK	10+/WK
6 a.m.–6 p.m.	\$24.00	\$22.00	\$20.00	\$19.00	\$17.00
6 p.m.–12 a.m.	\$15.00	\$13.00	\$12.00	\$11.00	\$10.00

\*Non profit rate: \$20/\$12

## 52-Week Contract Rates

WKLY FREQ.	DAY RATE	EVE RATE	WEEKLY	YEARLY	MONTHLY
4	\$20.00	\$12.00	\$72.00	\$3,744	\$312.00
6	\$19.00	\$11.00	\$98.00	\$5,928	\$494.00
8	\$17.00	\$10.00	\$122.00	\$7,072	\$589.33
10	\$14.00	\$10.00	\$128.00	\$7,280	\$606.67

# Contact

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