

**MEDIA
KIT**



**CONDUIT
NEWS RADIO**

with

**PAUL
HARRELL**

#1 Source of Conservative News and Politics in Arkansas



All About **Conduit News Radio**

In January 2018, the show rebranded as Conduit News Radio with Paul Harrell. Paul informs audiences statewide on the latest in Arkansas news and politics. The daily radio listening audience includes Little Rock, Northeast Arkansas, Fort Smith, the River Valley, and Stuttgart. The show is also streamed LIVE and ON-DEMAND across digital platforms.

Conduit News Radio with Paul Harrell is redefining how the people of Arkansas engage with their government. At the intersection of conservative ideas and reality, Conduit News Radio is building a liberty machine. Conduit News Radio is the #1 source of conservative news and politics in Arkansas.

Among Our 200+ Guests

State Supreme Court Justices
Attorney Generals
Lieutenant Governors
Secretaries of State
State Treasurers
Land Commissioners
Faith Leaders
Small Business Owners
Community Influencers & Leaders
Leading National Policy Organizations
Local Officials

¹ A percentage measuring growth across onsite and online platforms.

Our Growth

Since launching in January of 2015, Conduit News has become the **#1** source of conservative news and politics in Arkansas.

Since rebranding in January of 2018, Conduit News has experienced accelerated growth of **418%**. ¹



As of September 1, 2018

On Air

Listening Area Population

Little Rock 101.1FM KDXE

600,200

Northeast Arkansas 101.3FM KBTM

129,858

River Valley 101.3FM

338,752

Stuttgart 102.7FM KWAK

91,962

Fort Smith 96.7FM KFPW

284,900

On Site

www.ConduitNews.com

Monthly Streaming Sessions

26,703

Weekly Page Views

12,151

Online

Social Media Platforms

Facebook:

3,934 Followers

59,111 Monthly Engagements

200,240 Monthly Reach

73,989 Minutes Watched

24,013 Monthly Views

YouTube:

19,528 Monthly Views

145,777 Minutes Watched

Twitter:

1,253 Followers

104,000 Monthly Impressions

Our Audience

Civically Engaged

Conservative, Independent, Libertarian
78% of News/Talk audience's eligible voters participated in recent elections. ¹

Charitable

Generous to military, political, local, and faith-based causes.

Small Business Owners and Workers

Rise and Shine hours between 6-8am, many in our audience tune in while driving to work.

Arkansas Natives

Longterm Arkansas homeowners or residents.

Educated

Highly educated and in tune with current events and news of the world around them.

Aged 45+

While we appeal to demographics across the board, we find our top audience is men between the ages of 45 to 65+. Those aged 50+ control 70% of the total net worth in the United States. ²

¹ The Talk Radio Research Project

² Federal Reserve Board

Advertise with Conduit News

30 Second Spot **\$125**

60 Second Spot **\$250**

Statewide on 5 stations and across digital platforms, inclusive of Livestream, Soundcloud, Youtube, Facebook, Apple Podcast, and ConduitNews.com

On-Site	Page Placement		
	Top	Middle	Bottom
Static Ads	\$350	n/a	\$350
Home	n/a	\$250	n/a
News	n/a	\$150	\$100

Additional Opportunities:

Digital Video incorporated with Ad **\$130**

15 Minute interview **\$750**

Embedded Advertising **\$250**

Online: Facebook & Twitter Ad **\$300**

Bulk Packages

On Air Amount	Free Spots	Online	Interview	You Save:
10 Spots	5			30 sec.: \$1250 for a \$1575 value 60 sec: \$2500 for a \$3450 value
20 Spots	7	✓		30 sec: \$2500 for a \$3375 value 60 sec: \$5000 for a \$6750 value
30 Spots	10	✓	✓	30 sec: \$3750 for a \$6050 value 60 sec: \$7500 for a \$11050 value

Listener Reviews

“Paul isn’t afraid to go against the grain and call it like it is. Conduit News Radio is a great program that is definitely worth listening to if you’re a conservative who follows politics in Arkansas!”

Zak, Lavaca

“If it were not for Conduit News, I would not know much of what goes on in Arkansas politics and news. There is so much to keep track of in Little Rock at the Marble Palace.”

Josh, Jonesboro

“This is a very good source to keep up with what is happening in Arkansas. I listen everyday! I have learned so much listening to Paul Harrell.”

Katie, Fayetteville

Support Conduit News Radio *with* Paul Harrell

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