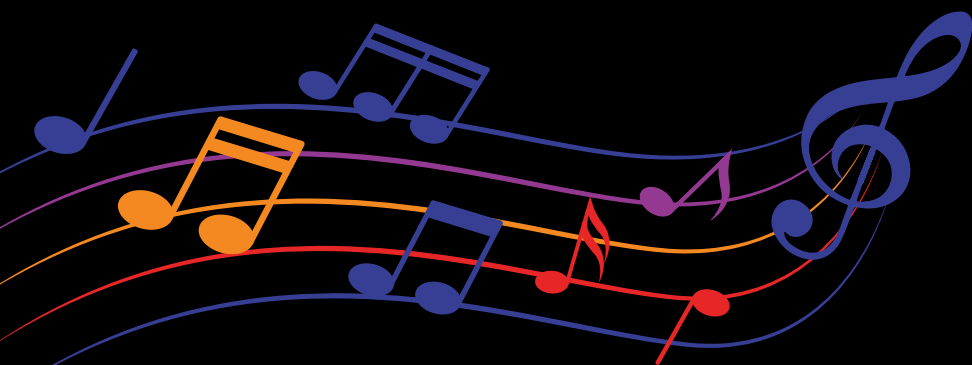
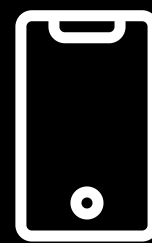




# K M H D

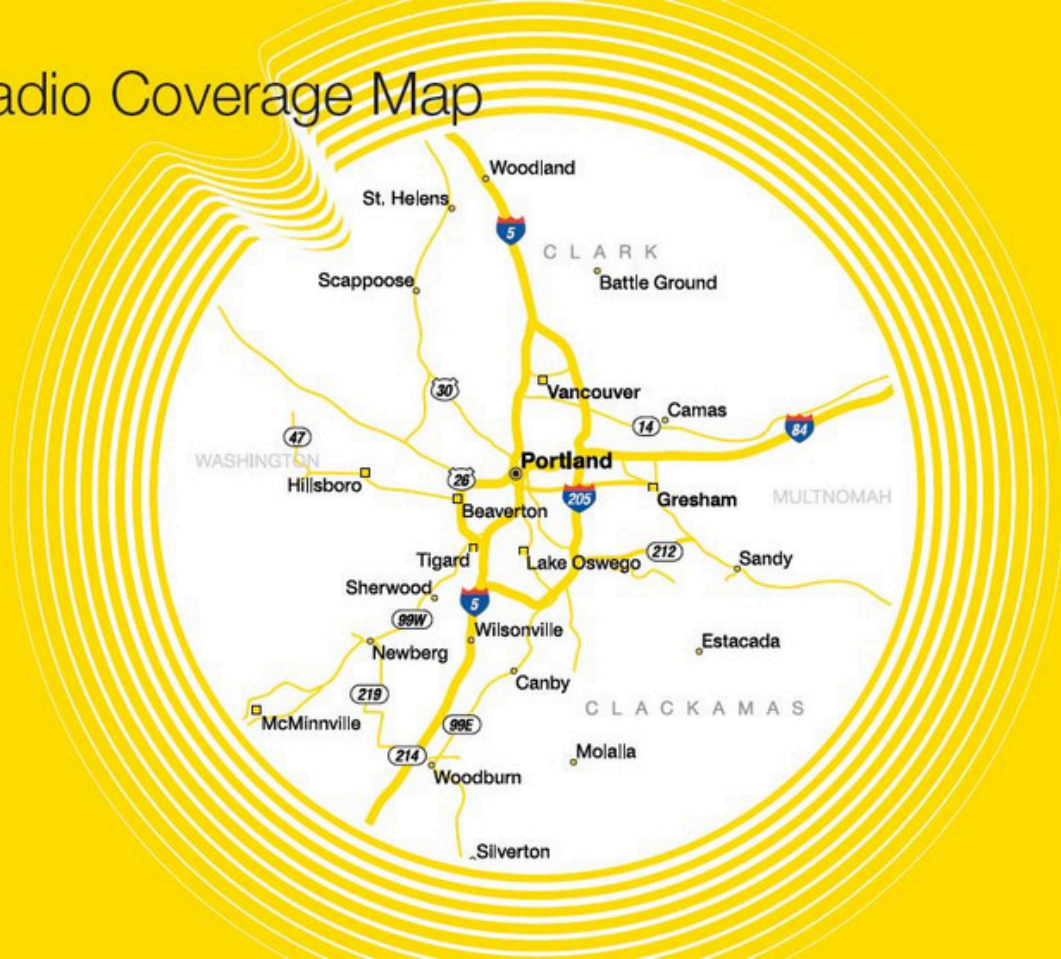
JAZZ RADIO

**MEDIA KIT**



**JAZZ  
WITHOUT  
BOUNDARIES**

## Radio Coverage Map



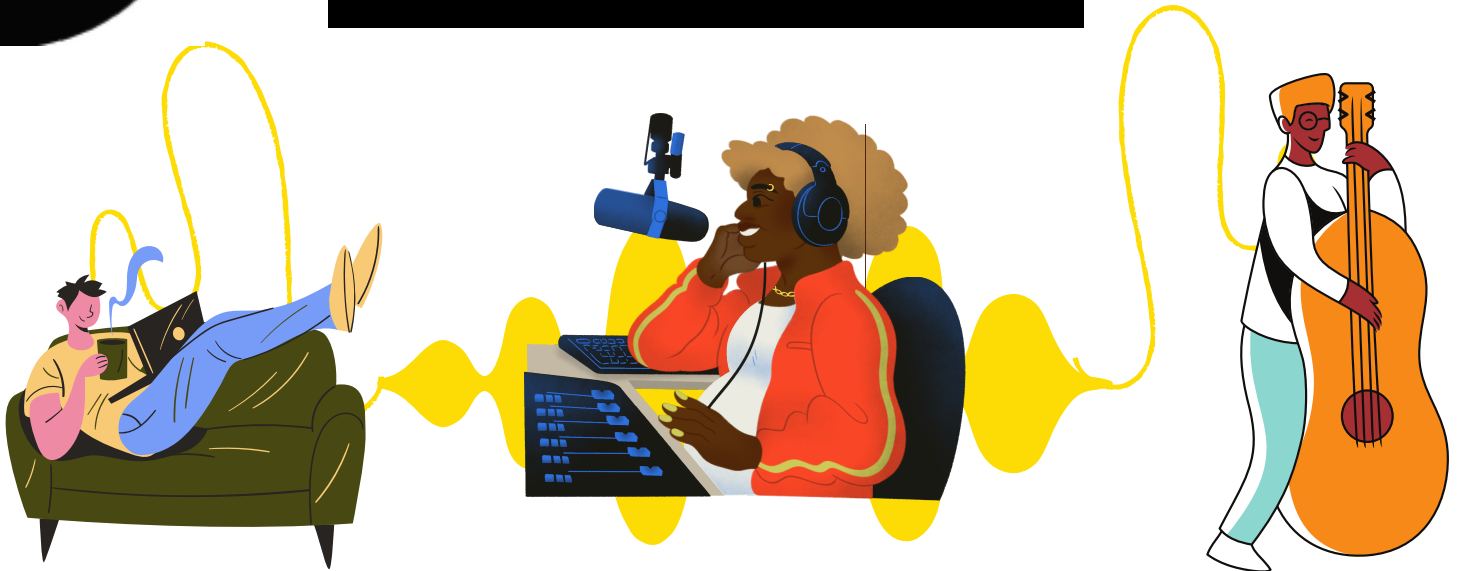
## WHO ARE WE?

Community-supported radio station KMHD has been a staple of the Portland music scene since 1984, showcasing Jazz Without Boundaries. Licensed to Mt. Hood Community College in Gresham and operated by Oregon Public Broadcasting, KMHD celebrates a diverse array of the rich history of recorded jazz and its related sub-genres, ensuring that this uniquely American art form continues to thrive in our region and beyond.

**FREE ACCESS**

**NO PAYWALLS**

# RADIO AT-A-GLANCE



KHMD's audience is loyal and they love to "set it and forget it", offering a unique opportunity for your message to be heard multiple times throughout the week by the same consumers. **In fact, KMHD ranks #1 in its market for most time spent listening with an impressive average of 5 hours and 30 minutes.** While our listeners certainly tune-in while driving and on the go, KMHD's sweet spot is being a part of people's living room and office sounds - when they turn KMHD on, they leave it on all day!

**125K**

Weekly Audience

**#1**

Local station in time spent listening

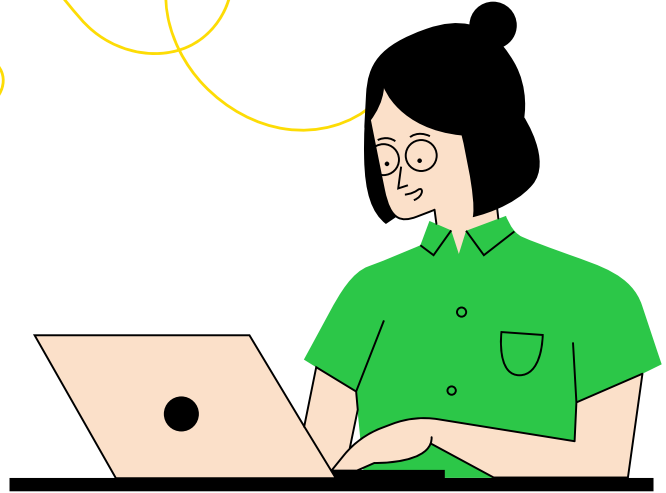
**4%**

Market share

Source: Portland, OR MSA: PPM Analysis Tool, Nielsen, P6+, Jan-Dec 2023

***"You have some of the best darn programming out there. I love keeping my radio dial at one spot and getting exposure to a great variety of styles. I've learned of more great music through KMHD than any other radio channel I've ever heard. Keep it up!" - MJ from Milwaukie***

# ONLINE & STREAMING



KHMD's online and streaming audience is **loyal, affluent, generous, and GROWING!** Our sponsorship opportunities include streaming ads and web banners that are sure to catch their attention.

**96K**

Weekly sessions

**95%**

Have attended college

**94%**

Have donated to a charitable cause in the past 12 months

**74%**

Would pay more for eco-friendly products or services

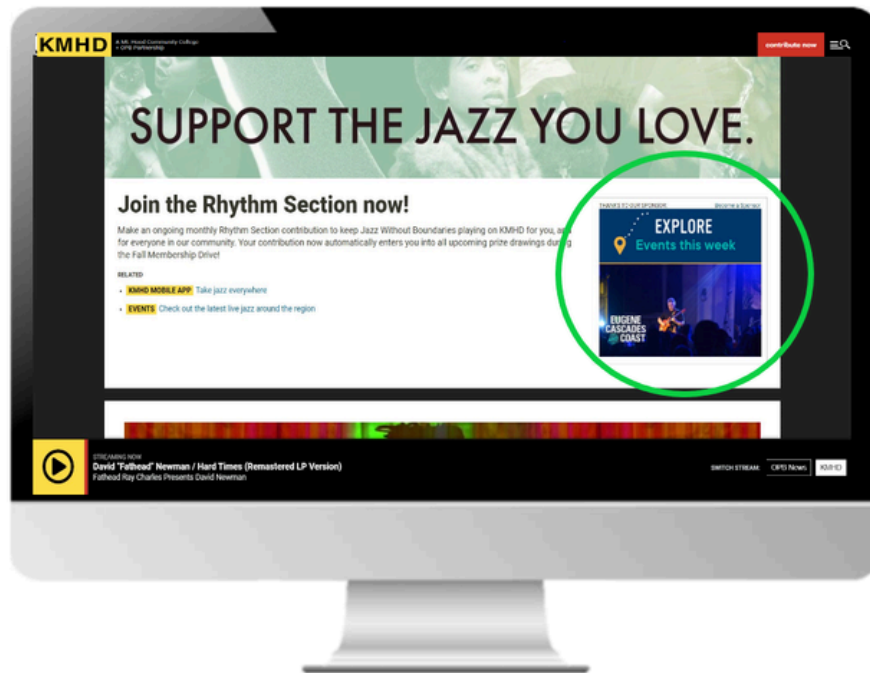
**72%**

Have a household income of over \$75K

**68%**

Own their home

# AVAILABLE PLACEMENTS



## RADIO

## WEB BANNERS

### 10-Second Spots:

*“Support for KMHD  
comes from our  
Members/Sustaining  
Members – Thank You  
– and from...”*

**Homepage**  
300x250

**E-newsletter**  
600x90

**Mobile App**  
320x50

# GET IN TOUCH

Thank you!

Fill out our sponsorship inquiry form at:  
[opb.org/sponsorship](https://opb.org/sponsorship)



[sponsor@opb.org](mailto:sponsor@opb.org)



7140 S Macadam Ave  
Portland, OR 97202