



The radio station you've been waiting for all your life.

We're the highest quality and best loved sci-fi fandom radio station on the entire planet. In operation since 2009, our listeners tune in via Stitcher, iTunes, TuneIn, Roku Radio, GetMeRadio, our own web site, or one of our mobile apps for Android, and iOS devices.

We currently average 112,000 listener connections per month, in 203 countries around the world. This works out to about 1.4 *million* listener connections per year, from roughly 110,000 uniques, making our listener base the size of a small to medium-sized city. (This is a minimum – our signal is relayed by some of the listing services rather than just linked to, meaning we don't have visibility in how many extra connections these provide.) Our listeners are mostly males, 18-34, and our content is family friendly.

Get a station sponsorship, a show sponsorship, or order radio spots or web ads *à la carte*. If you get a bundle of multiple ads, we *will* cut you some slack and give you a 15% savings over the listed prices.

Here are the rates and what you get:

Station Sponsorships

Station sponsorships are for companies who are serious about brand building on the world's best sci-fi geek culture radio station.

Gold Level - \$400 per month (\$4,800 / yr)

You get priority placement in all venues. You get two plays per hour of your radio spot around the clock for the month, and your leaderboard web ad will enjoy exclusive placement on the top of our web site. Your brand will also be mentioned on our social media.

Silver Level - \$325 per month (\$3,900 / yr)

Your message is blasted across both our radio station and our website. You get one play per hour of your radio spot per hour each month, and will share one of the banner spots (could be top banner, big box or skyscraper - whatever is available) with other advertisers in rotation.

Bronze Level - \$135 per month (\$1,620 / yr)

Choose either radio ads *or* a web ad. You will get at one play of your radio ad every hour each month, plus your choice of a 125x125 square button ad on the bottom of the front page, or a 300x250 square button ad in the sidebar of the article pages for that month.

Show Sponsorships - \$95 per month (\$1140 / yr)

Build brand recognition by being a continuing sponsor of one of our regularly scheduled radio programs. Your sponsorship announcement is read before and after each show episode, identifying both your product or service and your status as sponsor, and your radio ad is played at the beginning of each programmed hour for each program you sponsor.

Radio Advertising Standard Rates

This may surprise you: radio ads are actually very cheap. *A single color rack card costs more than a radio ad.* We sell them by the play. Spots may run from 30 seconds to 60 seconds in length.

- **Spots** are **20.5¢** per play (\$150 min. Order), or \$150 per month

You specify once per two hours, one per hour, or twice per hour. With a minimum order, your ad will play once an hour for 30 days, or twice an hour for 15 days. You can order as many plays as you like.

Spots must be recorded as MP3 files, 16-bit stereo, with sample rates between 64kbps & 128kbps. If you use background music, you must have secured the rights to use it. We can make even produce your radio ad for you if you need us to. A thirty second spot equals about 80 spoken words. You can use less than that, but not more – and, if you make your own radio spot, you are responsible for attending to the music rights for any music you might use.

By the way, fun fact: if you don't have the facilities to create your own radio spot, *we will do this for you at no charge.* And we'll make you sound fantastic.

Restricted content

We do not accept advertising for the following:

- Political ads
- Smoking or drug related paraphernalia
- Content or products of a directly sexual nature (sex toys or services are not okay, sex conventions are not okay)
- Gambling or online casinos

We Do Not Offer Region-Specific Advertising

We have no way of delivering ads targeted to specific parts of the world to listeners or readers in those geographic regions. You can still advertise your brick and mortar store, but we remind you that the ad will go out to the entire planet, not just your town.

Creator Discounts (*You'll want to read this bit.*)

We are a part of the creative community ourselves, and we want to encourage you to be as well.

If you are a creator *of any kind* – a writer, a musician, or you're a game publisher, or you publish comic books, or science fiction or fantasy novels, or anything involving bringing creative content to the sci-fi fandom community, you get a **25% Creator's Discount** on any of the pricing listed here.

Graphic Ad Standard Rates

For some reason we get a really high click through rate compared to other kinds of web sites. Some advertisers report click throughs as high as 3%, about double the average on web ads, and it's because our visitors are extra focused on the genre and content we serve.

When you buy a web ad, you get that spot to yourself for the month. You don't have to share it in rotation with other ads.

Type	Location	Size in Pixels	Cost per Month
Top leaderboard	In header with SCIFI.radio logo	728x90	\$115.00
Bottom leaderboard	below main body, above footer	728x90	\$95.00
Skyscraper	left sidebar (appears only on article pages, not the main page)	160x600	\$75.00
Sidebar Ad Button Row	Left sidebar buttons (appears only on article pages, not the main page)	320x250	\$55.00
Bottom Ad Button Row	Below main body, above footer	125x125	\$45.00

Please contact [SCIFI.radio](mailto:info@scifi.radio) at info@scifi.radio and we'll help you get started. Rates and policies listed effective March 19, 2021, superseding any previously published. Prices subject to change without notice. Krypton Radio is a service of Krypton Media Group, Inc., 13636 Ventura Blvd, Suite 338 Sherman Oaks, CA 91432