

C89.5

Seattle's Home
for Dance

MEDIA KIT

The beat that keeps Seattle dancing

The pulsing rhythms of dance music may not sound like instruments of global influence at first, but to the Billboard Dance chart, C89.5's playlist defines the culture of a thriving, youthful metropolis. For our listeners, C89.5 brings the excitement of music discovery and the beat of city nightlife to their work, their car, and their home. And to the sponsors featured in the two precious minutes of messaging each hour, the association is revitalizing.

Since its first broadcast 50 years ago, C89.5 has been making waves as Seattle's leading dance music authority — one that happens to be influenced by a revolving class of ambitious teens in our education program.

Today, thanks to the support of generous listeners and sponsors like you, the beat goes on.



MUSIC & TALENT

Music that transports Talent that uplifts Shows heard nowhere else

While other stations are forced to play what its stockholders want, C89.5 curates it's playlist by investing in research on the Seattle audience. Our listeners tell us they want to hear music from today's dance artists mixed with the best of past decades, hosted by local DJs. C89.5's music drives a captive at-work audience and we mix it up with specialty shows throughout the week.

SAMPLE ARTISTS

DIPLO

TIESTO

KREWELLA

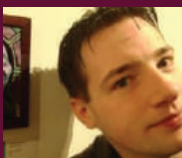
DEADMAU5

BTS

ARIANA GRANDE

ALOE BLACC

SAMPLE HOSTS



DREW BAILEY



HARMONY SOLEIL



KEANO



DJ WOOLLY

SAMPLE SHOWS



C89.5 puts audience first

(And our listeners love us for it.)



SONG	ARTIST
1 The Box	Roddy Ricch
2 Yummy	Justin Bieber
3 Circles	Post Malone
4 Memories	Maroon 5
5 10,000 Hours	Dan + Shay & Justin Bieber
6 Someone You Loved	Lewis Capaldi
7 Dance Monkey	Tones And I

Billboard listens to C89.5

One of only eight stations that influence the official Dance Chart.

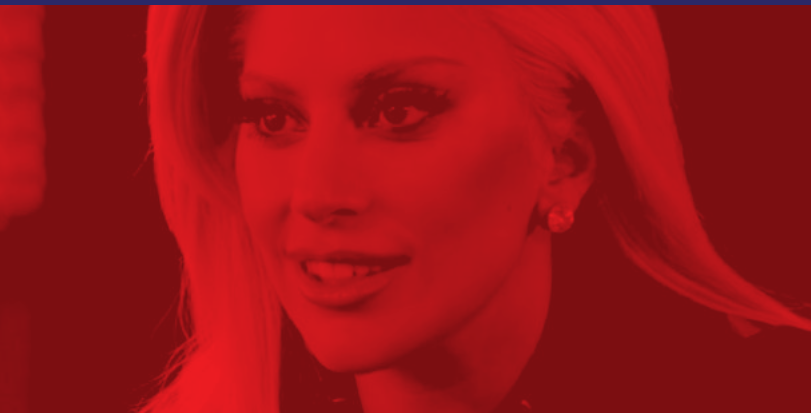
Music labels crave our magic touch

Monstercat, Island, Ultra, Atlantic, Armada, Spinnin', and others pursue C89.5's hit-making power.



First to go gaga for Gaga

C89.5 played Lady Gaga before most people knew her name.



C89.5

LISTENER DEMOGRAPHICS

**Prime years
Prime wages
Prime attitudes**

**PRIMARY
AGE GROUP**

25 TO 54

**AVERAGE
HOUSEHOLD
INCOME**

\$75K

33%

\$100K+

**HOUSEHOLD
INCOME**



As a Seattle-based station, we foster a diverse and progressive culture with listeners tuning in from some of the biggest names in retail, healthcare, and tech. At the heart of the region's dance scene for decades, C89.5 has long been an inclusive home for the LGBTQ+ community to come together and celebrate. What do all these listeners have in common? Living life to the fullest.

C89.5

AUDIENCE

Our audience takes action, pays attention, and stays loyal

46% of our audience listens to C89.5 more than any other station.* These high net worth consumers take action when a product grabs their attention or a cause tugs at their heartstrings. Our listener experience is free from clutter so your message is heard loud and clear. And the strength of the C89.5 name creates a powerful halo effect for the brands who make it all possible.



(After just two weeks on the air) “The campaign is going great! We’ve had 28 visitors, with a whopping 25% conversion rate. Two of those were for our subscription product, which is our highest priority.”

Aaron Ansel
CEO & Founder



“BECU and C89.5 have a long history of partnership driven by our shared values and commitment to community. BECU loves to be able to connect to avid listeners of C89.5. I think of them just like I think of our members: local, inclusive, loyal and engaged. Plus we love the music and the team that supports us.”

Stephen Black
VP Brand Strategy



SPONSORSHIP OPPORTUNITIES

Our custom packages are tailored to your brand and budget, and can include:

**On-Air Messaging**

REGULAR FORMAT & SPECIALTY SHOW SPONSORSHIPS

**Internet Stream**

PRE-ROLL AUDIO & PLAYER BANNERS

**Mobile App**

PRE-ROLL AUDIO, BANNERS, ANIMATED GRAPHICS, VIDEO

**Online**

WEBSITE TILES & BANNERS

**Event Sponsorships**

ON-SITE & VIRTUAL, ON-AIR & NEWSLETTER PROMO INCLUSION

**Social Media**

COLLABORATIVE CONTENT, SPONSOR TAKEOVER

CONTACT

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My good friends @c895radio in Seattle have been some of my biggest supporters since day 1. They're coming up on their 50th year on the air providing Seattle with awesome music. If u have the means, please support them back by donating at C895.org/Donate #supportc895