



**CONNECT** WITH OUR AUDIENCE  
OF TELLURIDE'S **INFLUENCERS**  
AND **CREATIVE PEOPLE**

**MOUNTAIN CHILL®**  
**95.5 FM KRKQ**

# 01

## REACH

Mountainchill® reaches Telluride and regional active 18 to 54 year olds with a passion for cutting-edge music, travel, and adventure.

**FM REACH - 10K  
ONLINE - 2M MIN/YR**



## INFLUENCE

Mountainchill® is the top Western slope music station according to TuneIn.com

**KRKQ - MOUNTAINCHILL-14.4 K**

KMGJ - MAGIC 93 - 10.2 K  
KSTR - KSTAR - 8.5 K  
(TUNEIN.COM - JAN 2020)



**TELLURIDE**  
**Sports**  
Gear and Guidance since 1972



CUSTOMERS PROMOTION

BRAND  
ENHANCEMENT

Mountainchill® advertising enhances  
your brand image.

KEY CLIENTS:  
Telluride Sports  
San Miguel Power Association  
Palm Theatre  
Town of Mountain Village  
Telluride Mountain Village Owners Assn.  
TellurideGrocery.com  
Ryder-Walker Alpine Adventures  
La Cocina De Luz

PRODUCT PRICE BRAND





95.5 FM  
Telluride  
mountainchill.com

**DJ JANET  
MORNING  
DRIVE**


7:30 - 8:30 AM MT  
WEEKDAYS

Sponsored by Telluride Sports



**LIVE SHOW  
SPONSORSHIP**

LIVE DJ-read sponsorships  
are powerful, personal and  
compelling.

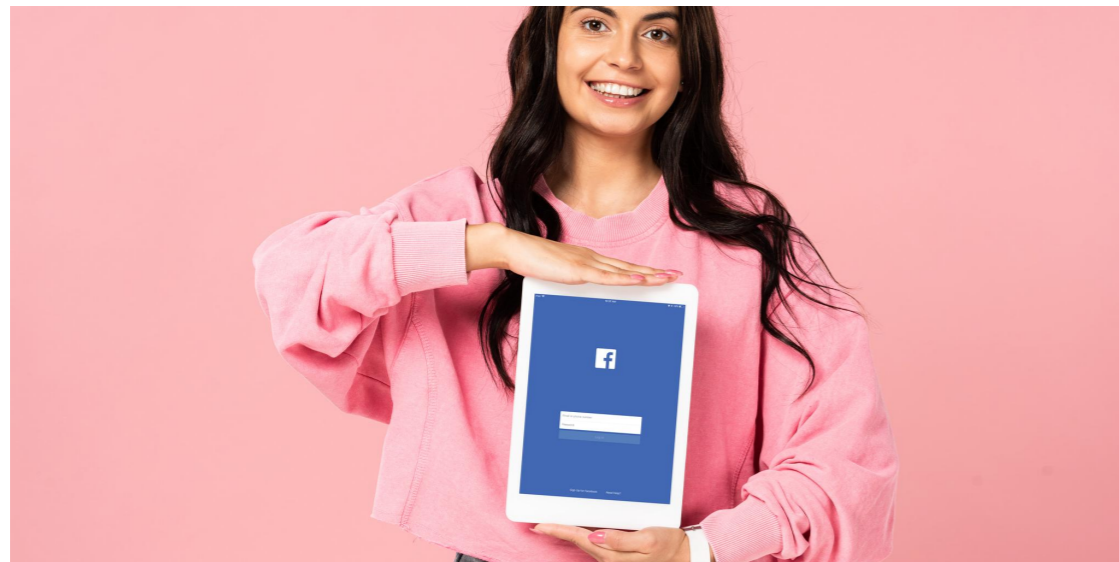


The graphic has a background of several large, bright red balloons. Overlaid on this is a large, light blue number "25".

**EVENT  
PROMOTION**

Our EVENT PROMO PLAN  
is structured with the right  
density and day-part placement  
for event success.

RECENT CLIENT: Palm Arts - Summer Jazz



## SOCIAL MEDIA CO -PROMOTION

Social Media promotion is extra powerful when you reach our engaged audience of influencers.

FACEBOOK - 2.5 K Followers

TWITTER - 0.6 K Followers

TUNE-IN - 14.1 K Favorites

MIXCLOUD - 1.1 K Followers

INSTAGRAM - 0.2 K Followers



## COMMUNITY SERVICE

Your sponsorship enables us to provide publicity to these causes that we and our sponsors support.

### CAUSES:

Second Chance Humane Society Featured Pet  
CAIC Backcountry Avalanche Forecasts  
Angel Baskets  
Ad matching programs for non-profits

SMPA Totally Green - 100% Green Energy Commitment





# 08 STAFF

Ethan Funk - Co-owner/ DJ/ General Manager/ Engineering  
Eric Funk Ph. D. - Co-owner/ DJ/Program Director/ Marketing  
Janet Dunham - DJ  
Sandra Funk - Partner

# 09 ABOUT

KRKQ was founded in 2011 by Brown Mountain Broadcasting LLC. KRKQ operates as a Class-A 6kW station according to the FCC. We use terrain height and antenna gain to efficiently cover San Miguel County, West Montrose County, the Grand Mesa, and parts of Eastern Utah.



