

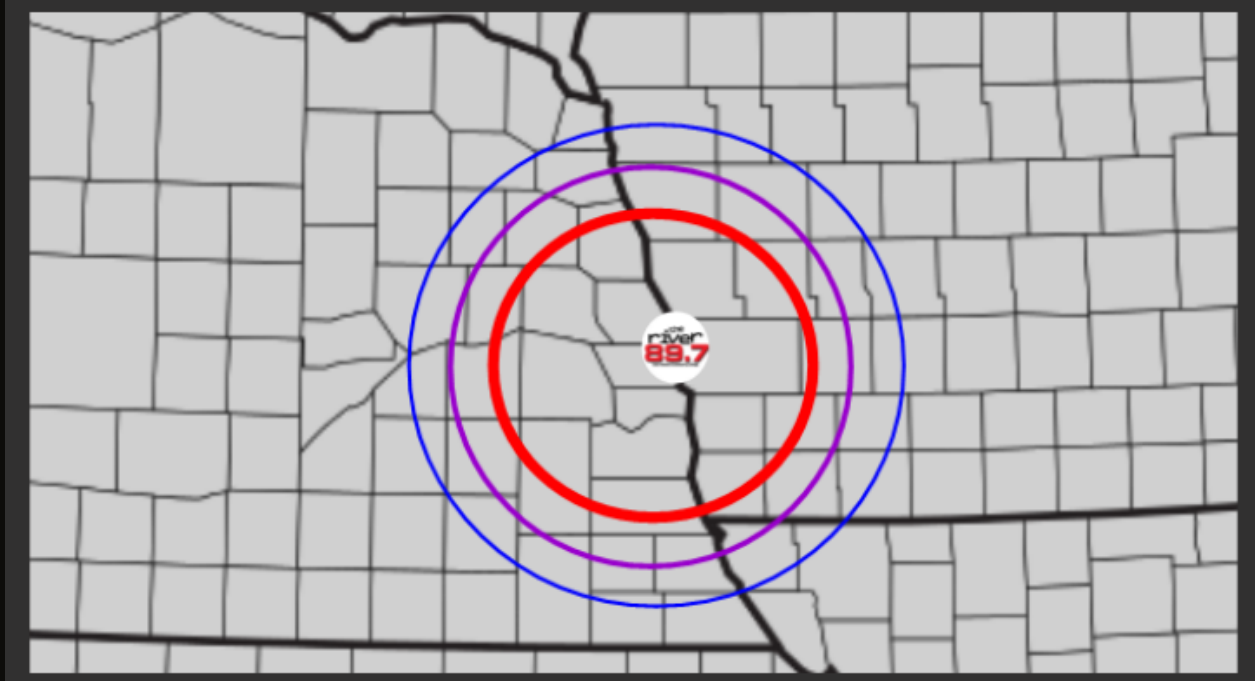


89.7
THE RIVER

When you advertise on the River,
you not only get your word out
to your customers, but you help
the community too!



About 89.7 The River



Did you know?

The River is the only 100,000 watt college radio station in the country with a dedicated format. The River plays Alternative Rock.



We reach 1 million people in a three-state area in over 40 counties.



The River consistently ranks in the top three radio stations with men 18-34 in Nielsen Arbitron ratings.

The River Helps The Community

Out Of The Darkness Walk



89.7 The River promotes the annual Out of the Darkness Walk and River personnel serve as emcees for the event!

Kicks For Kids



Our Kicks For Kids program collects new or lightly used shoes for needy kids!

Pick A Pet



Our Pick-A-Pet program works with area shelters to find homes for pets and promote pet adoption!

Promotions

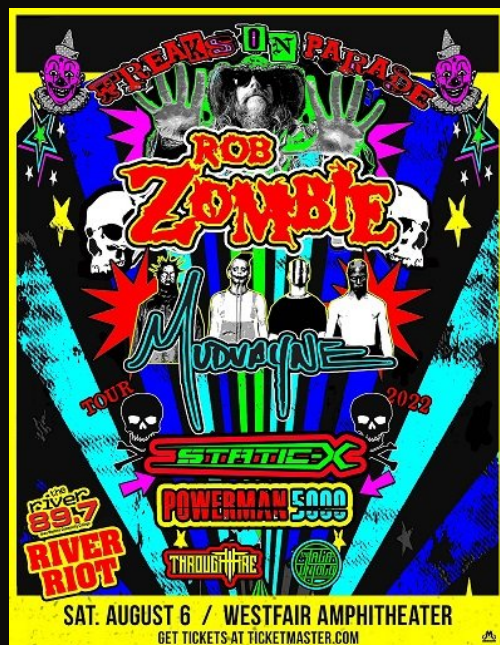
We work with local businesses to drive patronage at their establishments, like The River Bowling League!



Events

The River hosts major concerts!

River Riot



Rockfest



Voices of 89.7 The River

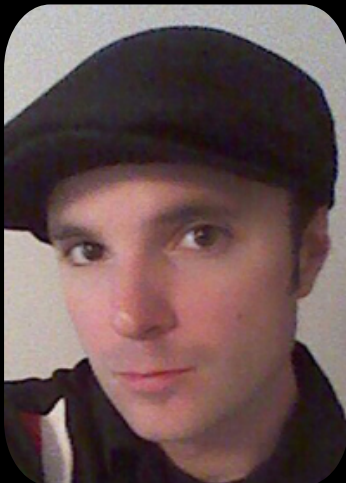


Nelson

Nelson is the host of Morning Fiasco weekday mornings from 6-10am!

Skinman

Skinman hosts the midday show weekdays from 10am to 2pm including taking listener requests!



Corey

Corey is the host of Amplified Afternoons weekdays from 2pm to 6pm!

Why Advertise on the River?

You can reach people over the airwaves to promote your business! Sales, events, promotions, we can help you grow!

Plus, you will be supporting many great things like Iowa Western Community College, and our non-profit promotions and causes like the Out of the Darkness walk for suicide prevention!

Let's have a conversation to find out how we can help! Contact the River Sales Team today!

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