



maine public

A SPECIAL MAINE PUBLIC MULTIMEDIA OPPORTUNITY

MAINE PUBLIC'S UNDERWRITING SPRINGBOARD

Propel your brand ahead at the right time to the right audience

At Maine Public, we keenly recognize the impact that COVID-19 is having on businesses and organizations throughout our Maine community. As we all begin to open our doors and resume our work, Maine Public is here to help you get the word out to the right audience for your business.

Maine Public has been a highly valued source for news, information, and education for more than 50 years. As a listener and viewer, you know that Maine Public provides balanced, in-depth, and reliable coverage of Maine, the country, and the world. You also know that our loyal audience comprises people just like you: educated, informed, and community-minded. Additionally, research shows that the Maine Public core audience is more financially stable and in the best position to start the work of reopening and rebuilding our community as employers, educators, and community leaders.

In these difficult times, Mainers are turning to us even more. Visits to MainePublic.org are up 85%, and our Maine Public Radio Stream starts are up more than 50% when compared with February of this year.

These deeply discounted, 6-week underwriting packages have been specially designed to connect you to Maine Public Radio's core statewide audience. Adding Maine Public to your media plan now will not only help you connect with Maine's largest radio audience, it will provide your brand with long-term return on investment with an engaged audience who will remember your support when making purchasing decisions. Let us help you set your business up for success today, so you are steps ahead tomorrow.

Maine Public Springboard Package I - \$2,000

Forty-eight (48) nine-second underwriting messages airing in all dayparts on Maine Public Radio (8 spots per week), plus display ads on MainePublic.org and the Maine Public App over the course of six weeks.

Maine Public Springboard Package II - \$1,500

Thirty-six (36) nine-second underwriting messages airing in all dayparts on Maine Public Radio (6 spots per week), plus a display ad on MainePublic.org over the course of six weeks.

Maine Public Springboard Package III - \$900

Twenty-four (24) nine-second underwriting messages airing in all dayparts on Maine Public Radio (4 spots per week) over the course of six weeks.

Please note these special Maine Public underwriting packages are intended to air over six (6) consecutive weeks and may not be altered. To take advantage of this offer, your underwriting contract must be signed on or before August 31, 2020. The discounted rates may be renewed up to four times provided that all messages air prior to June 30, 2021. All Maine Public Radio messages are voiced by Maine Public Radio personalities, in fact many are read live. Packages are subject to availability.