



At a Glance



Where Wisconsin Connects

For more than 100 years, Wisconsin Public Radio has enriched life in the state with free and independent content that informs and inspires individuals and communities.

We share the best of the nation and the world with Wisconsin.

425,500 Listeners¹

Weekly statewide listeners

961,000 Visitors²

Monthly reach of wpr.org

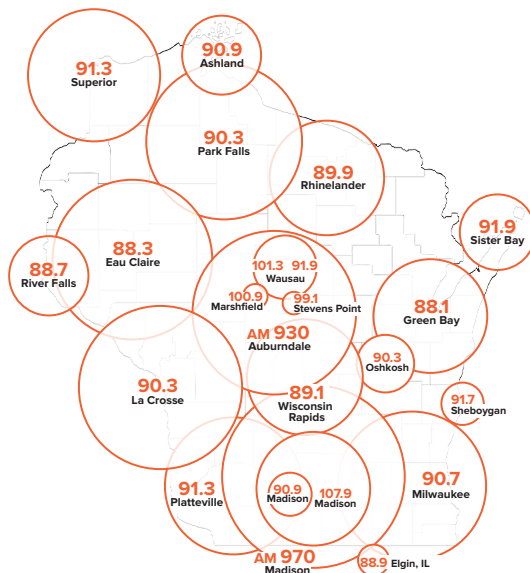
47,000 Inboxes

Monthly reach of email newsletters

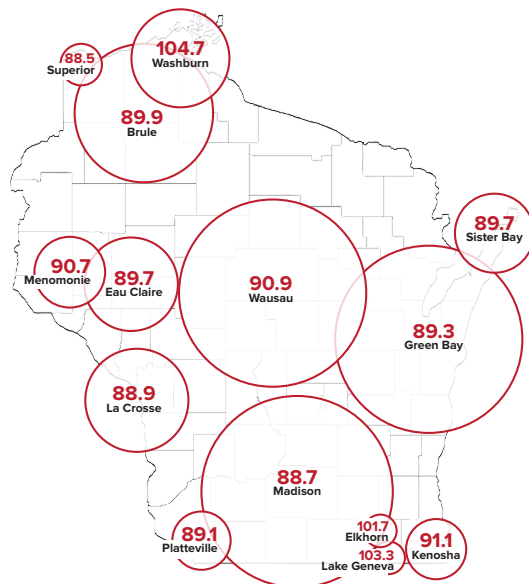
1) 2019 Ranker Report Export from TAPSCAN Web

2) Average monthly pageviews to wpr.org, January – December 2019

The Ideas Network



NPR News and Music



The best state and national talk, news and entertainment from WPR and NPR.



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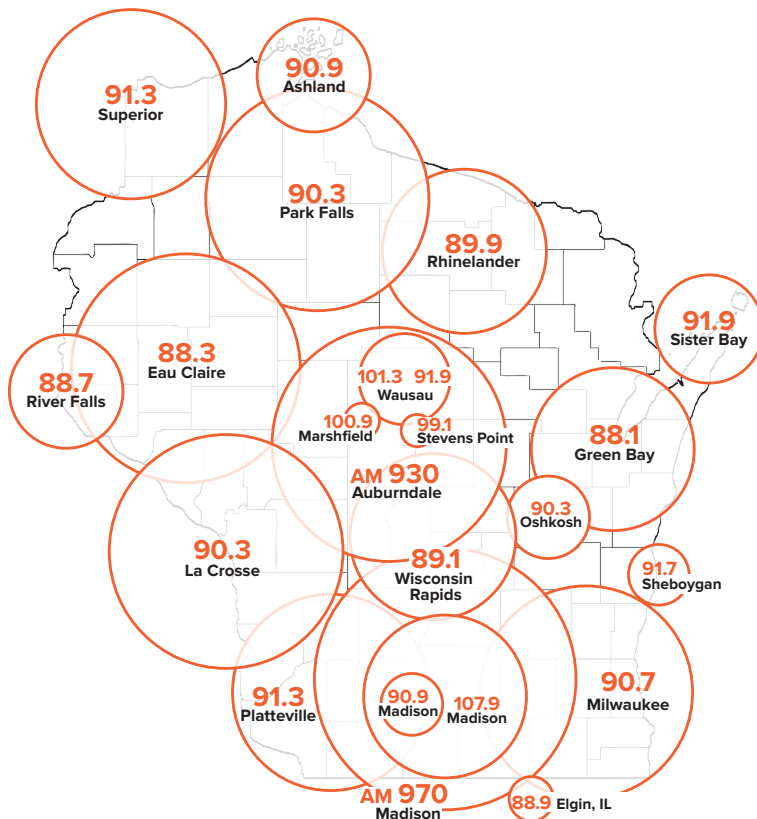
**The Ideas
Network**



The Ideas Network

We believe that the open exchange of ideas and information helps Wisconsin thrive. That's why we offer the best state and national talk from Wisconsin Public Radio and NPR.

Join us on the never-ending search for understanding.



278,800 Listeners¹

Weekly listeners to The Ideas Network

961,000 Visitors²

Monthly reach of wpr.org

47,000 Inboxes

Monthly reach of email newsletters

1) 2019 Ranker Report Export from
TAPSCAN Web

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January – December 2019

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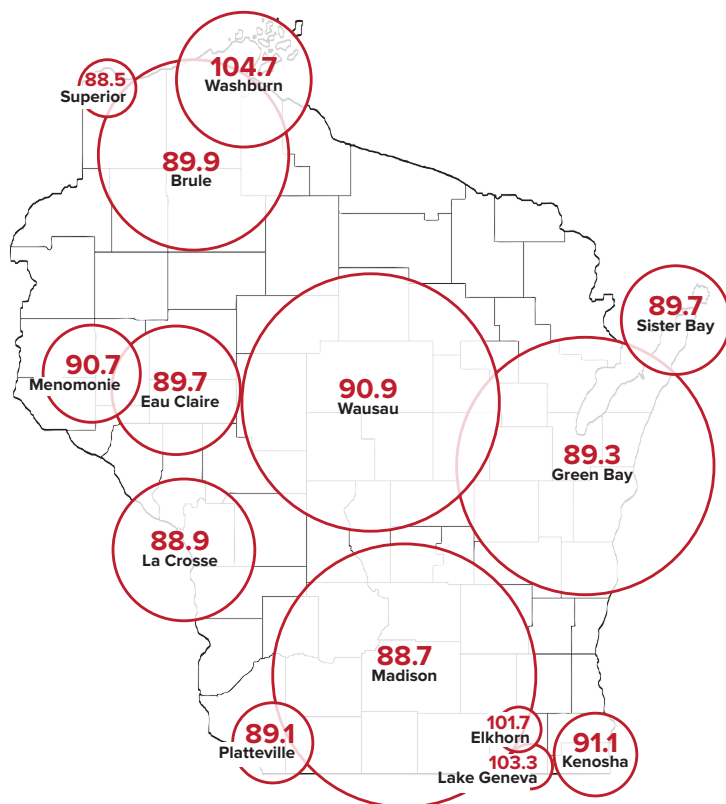


NPR News and Music



NPR News and Music

WPR's and NPR's award-winning journalists report on urgent issues every day, while also taking a deeper look at the economic, political and cultural fabric of Wisconsin. World-renowned musicians are heard side by side with some of Wisconsin's best artists to keep you focused at work and entertained at home.



196,800 Listeners¹

Weekly listeners to NPR News and Music

961,000 Visitors²

Monthly reach of wpr.org

47,000 Inboxes

Monthly reach of email newsletters

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Clutter Free



Public radio is a clutter- free oasis for sponsors

On WPR sponsor
announcements air for
**no more than
2 min/hour**

and we run
**no more than
2 in a row**

Broadcast Your Message in a Clutter Free Environment

WPR airs no more than 2 minutes of sponsor
announcements per hour and no more than 2
announcements in a row, compared to commercial radio,
which runs up to 18 minutes of commercials per hour.

Our account executives work together with you to craft
messages that our listeners want to hear. Your unique
15-second message will be clear, concise and informative
— the kind of message listeners have been shown to
respond to.

**WPR listeners act on the messages they hear and do
business with those who support the station.**

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Audience



Interests and Buying Habits

Public radio listeners are **connected** and highly **engaged** in their community

They Have Buying Power

\$96,600 median household income

\$425,000 median home value

They're Engaged

133% more likely to attend art galleries or shows

206% more likely to contribute to arts and cultural organizations

They Invest

60% more likely to purchase financial investments

103% more likely to enlist services of a personal money manager

They Influence

200% more likely to be influencers* in the community

**An influencer is a person that participates in 3 or more community or public service activities on a regular basis.*



"This is the first year that we used WPR to promote Jazz at the Trout and it is the first year we sold out every show!"

Christina Turner
President
Trout Museum of Art

Source: 2019 NPR Audience Profile

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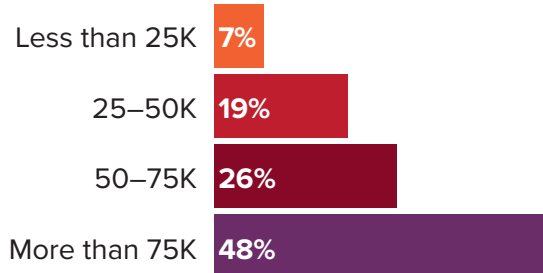
Audience



Demographics — The Ideas Network

53% Male **47%** Female **61%** College Graduates

INCOME



Our listeners are...

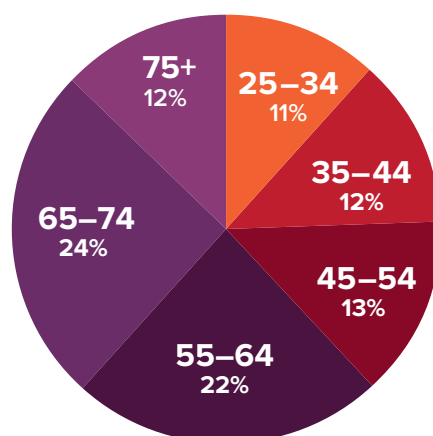
179% more likely to have a **post-graduate degree***

79% more likely to earn a **household income of \$250K+***

91% more likely to hold a **position in upper management***

* Source: 2019 NPR Audience Profile

AGE



Source for all but starred data: Fall/Spring 2019 Ranker Report Export from TAPSCAN Web

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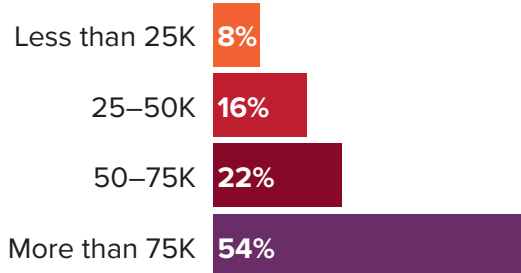
Audience



Demographics — NPR News & Music

51% Female **49%** Male **71%** College Graduates

INCOME



Our listeners are...

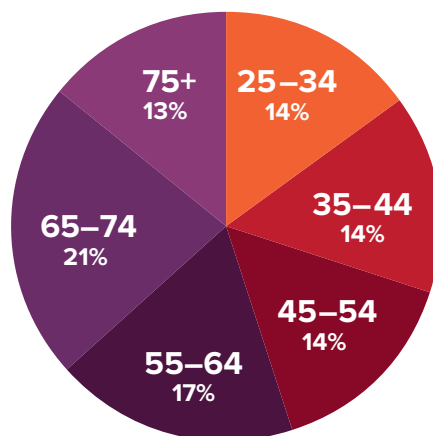
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Audience



The Halo Effect

Create a bond with WPR listeners.

The partnership between corporate underwriters and listeners is a bond that is unique to public broadcasting. **Our listeners prefer to do business with companies that support public radio.**

71% of listeners hold a **more positive opinion** of a company that supports public radio

77% of listeners **take action** in response to a public radio sponsorship announcement

56% of listeners find public radio sponsors to be **more credible companies**



“We love it when our guests tell us they heard about us on the radio. It’s a great partnership!”

Stacey Kalas
Communications/
Marketing Coordinator
Franciscan Spirituality Center

Source: 2019 NPR Audience Profile

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Announcements



Broadcast Guidelines

Announcements on WPR are different than those you hear on commercial radio. Some of the differences are required by the Federal Communications Commission (FCC), and some are policies of WPR, but the sound of the station is one of the reasons our announcements are so successful for clients. With fewer ads, higher standards and a large and loyal audience, your message won't just be played, it will be noticed and heard. WPR has established the following guidelines and retains final editorial authority over all announcement copy.

Each announcement **MUST**:

- Be limited to 15 seconds in length
- Begin with either "Support for WPR comes from..." or "Support also comes from..."
- Contain the name of the business sponsor

Announcement copy **MAY** contain:

- **Contact Information** — Location, phone number and/or website of business
- **Description** — A value-neutral description of no more than three major products and/or services
- **Slogan** — An established company slogan is usually allowable with documented use

Announcement copy **may NOT** contain:

- **Value** — Price and sales information or value of any kind, such as "free," "specials," and "affordable"
- **Calls to action** such as "call," "visit," or "learn more"
- **Qualitative, comparative and subjective or promotional language** such as "unique," "oldest," and "enjoyable". This includes awards, endorsements and certifications among other things
- **First-person references** "I, our, my, we" and **second-person references**, such as "you, your, you're"

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Sample Language



Sample Language

The following examples will help you prepare your message for broadcast. If you have questions, please contact us at any time.

Port Washington Tourism

Support for WPR comes from Port Washington Tourism, with gourmet dining, boutique shopping, hiking, and more. Nestled on the shores of Lake Michigan. Visitor guide and events are at Visit-Port-Washington-dot-com.

Oneida Nation

Support for WPR comes from the Oneida Nation Tourism Department, providing reservation tours and an array of cultural experiences, including dance performances, storytelling and hands-on demonstrations. Explore-Oneida-dot-com.

Minnesota Marine Art Museum

Support for WPR comes from the Minnesota Marine Art Museum in Winona, exhibiting "Christy Lee Rogers: Baroque Water Worlds" - large scale color photos of individuals and groups underwater in Baroque style. M-M-A-M-dot-org

Quilt Peddler

Support for WPR comes from The Quilt Peddler in Fennimore Wisconsin, specializing in quilting fabrics and supplies, offering a nostalgic shopping experience. More about the Quilt Peddler in Fennimore is at Quilt-Peddler-L-L-C-dot-com

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Expand Your Reach with Digital Sponsorships

Digital sponsorship is the perfect complement to your on-air campaign. Reach **even more** of WPR's great audience.

DIGITAL SPONSORSHIP OPPORTUNITIES

Audio Content

Include your sponsorship message on our live streams at wpr.org and ttbook.org. Every month there are over 1 million audio sessions.

Geo-targeted: \$35*

Statewide: \$30*

Web Tiles

Rotate your web tile on wpr.org and ttbook.org, some of the most used websites in public broadcasting. Our sites receive over 1 million pageviews per month.

Tiles will also appear on the WPR operated mobile sites.

Geo-targeted: \$15 – \$20*

Statewide: \$12.50 – \$15*

Email Newsletter Ad

Our email newsletters contain only **two** sponsorship messages per issue, offering you exclusive exposure to the WPR audience.

- **RadioWaves** (Statewide Newsletter)

Monthly Rate: \$500

Approximate Recipients: 44,000

- **Regional R2** (Regional Newsletter)

Region	Rate	Recipients (approx.)
South Central	\$250	15,000
Southeastern	\$175	9,000
Northeastern	\$140	7,000
Central	\$85	4,000
Western	\$70	3,000
Southwestern	\$70	3,000
Northern	\$35	1,500

*Price listed are per 1,000 Impressions. Prices of web tiles vary based on placement on page.

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Digital Sponsorship Guidelines

Digital Audio Content

Digital audio copy must follow our on air broadcast guidelines.

Web Tiles

Copy in web tiles is not governed by the FCC, but in order to keep in line with WPR's best practices and our overall character, we ask that it adhere to the same rules as on-air copy. It generally falls under a more liberal interpretation of the on-air guidelines, however. Copy that contradicts on-air guidelines may be approved on a case-by-case basis.

Web tiles are to be provided by the client and are subject to approval by WPR. They should meet the following specifications:

- 300 x 250 pixels (width x height) must be exact size
- .gif, .png, or .jpeg format only
- RGB color mode
- No transparency

Email Newsletter Ads

Copy in email newsletter ads does not need to follow on air broadcast guidelines as it is not governed by the FCC.

Email newsletter ads are to be provided by the client and are subject to approval by WPR. They should meet the following specifications:

- 300 x 250 pixels (width x height)
- .gif, .png, or .jpeg format
- RGB color mode
- No transparency

R2 (regional newsletter) and Radiowaves (statewide newsletter) each contain only two sponsorship messages per issue, offering you exclusive, call-to-action exposure to the WPR audience. For this reason, there is a limit of 3 months per year purchase per client.

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