

LEXINGTON'S RADIO NEWS LEADER

CREDIBILITY

"More than 70% of public radio listeners say a business' support of public radio positively influences their decision to purchase that company's products and services."

SPONSORSHIP PACKAGES

WE OFFER

BUSINESSES, NONPROFITS & GOVERNMENT AGENCIES

MARKETING-LEADING AUDIENCE

WEKU is Lexington's number one radio news station with a weekly on-air and digital audience of 63,600 listeners.* Businesses that sponsor WEKU benefit by reaching a curious, engaged, high-income and well-educated audience.

AWARD-WINNING JOURNALISM

The Kentucky Broadcasters Association awarded WEKU "Station of the Year" in 2022. In 2023, WEKU won six regional Edward R. Murrow awards, the most of any radio station in the Commonwealth.

AFFORDABLE RATES

With spot rates as low as \$25, WEKU can help drive traffic to your business, promote projects and events, and lift your brand. It's free to create on-air copy so your marketing budget goes even further with WEKU!

*Nielsen radio ratings Lexington DMA Spring 2023



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