

89.5 WINJ DEKALB/ROCKFORD | 89.1 WNIE FREEPORT | 91.5 WNIQ STERLING | 91.3 WNIV LASALLE



CONNECT WITH THE
PEOPLE WHO SHAPE
**NORTHERN
ILLINOIS
AND
SOUTHERN
WISCONSIN**



More than just radio... It's NPR.

Through 89.5 WNIJ News and 90.5 Classical WNIU, Northern Public Radio empowers nearly 100,000 weekly lifelong learners and influential leaders with information and inspiration from iconic public broadcasting and local programs. As a trusted and noncommercial source for news, arts, culture and education, Northern Public Radio enriches the relationships in the community, locally and beyond geographic boundaries.



AUDIENCE MATTERS

Connecting to the right audience builds the right clientele

- **Educated** — They prioritize education and lifelong learning
- **Influential** — They drive trends through word of mouth and influence corporate and social networks
- **Cultural** — Passionate about the arts, they relish music, theater and museums
- **Community Minded** — They participate in initiatives in their communities



COMMUNITIES WE SERVE

Northern Public Radio is licensed to Northern Illinois University and broadcasts from its studios in DeKalb. With four repeater stations, listeners tune in over a vast area, from Janesville to Streator, Freeport to St. Charles and Lake Geneva to Princeton.



SPONSORSHIP GENERATES RESULTS

Your support builds a connection with audiences, instilling a Halo Effect that predisposes their desire to do business with you. NPR stations, and their listeners, have a trusted, proven relationship, which delivers time and again for sponsors.

PUBLIC RADIO LISTENERS

71%

hold a more positive opinion of a company that supports public radio

70%

prefer to purchase products and services from public radio sponsors

75%

have taken action because of a sponsorship announcement

Source: NPR Sponsorship Survey, Lightspeed Research, 2017



MESSAGES STAND OUT

Less Really Is More

In the clutter-free environment of public broadcasting, there is virtually no tune-out. Elegant and concise 15-second messages promote your company. Listeners pay attention throughout short sponsorship breaks.

PER HOUR, PUBLIC MEDIA VERSUS COMMERCIAL MEDIA

Public Media



*minutes of local sponsor
messages on WNIJ/WNIU*

vs.

Commercial Media



*minutes of advertising
on commercial broadcasting*

CONTENT MATTERS

NPR's national and international news team produces the nation's No. 1 Morning Drive and Afternoon Drive radio programs – Morning Edition and All Things Considered — while WNIJ's own reporters cover local and regional issues with the same thoughtful perspective. With thoughtful coverage of a broad range of issues — politics, education, health care, the environment, business, arts, literature — WNIJ listeners learn something new every day.

WNJ offers a forum for great storytelling and stimulating ideas that make listeners think, reason and laugh, with programs like TED Radio Hour, Fresh Air, This American Life and Wait Wait ... Don't Tell Me!

Popular programs also explore a variety of music styles and genres on programs like American Routes, World Café and Sessions from Studio A, which originates from WNIJ's own studio. And on the weekend, WNIJ is THE place for Blues music.



NEWS 89.5 AUDIENCE SNAPSHOT

Educated

69% have a college degree or beyond, compared to 31% of the US population

203% more likely to have a postgraduate degree

Affluent

65% more likely to earn more than \$150,000 in household income

78% are homeowners

Influential

110% more likely to be top management

71% more likely to be a business owner or partner

Culturally Passionate

52% more likely to attend a musical performance in the past year

80% more likely to attend live theater in the past year

Community Minded

71% more likely to contribute \$500+ to charitable organizations

195% more likely to contribute to an arts/cultural organization (donate time or money)

Green Friendly

290% more likely to participate in eco-friendly activities in the past year

68% are willing to pay more for environmentally safe products and services

Source: MRI-Simmons Doublebase 2019, Base: Total US Adults

CLASSICAL 90.5 WNIU

On WNIU, listeners find classical music to enjoy all day, every day. Expert classical music hosts curate a diverse range of familiar classics and rare treasures, performed by the world's finest musicians.

Special programs include Sunday Baroque, Exploring Music and The Metropolitan Opera, as well as performances of the Chicago Symphony Orchestra, the New York Philharmonic and other world-class orchestras from around the United States.

Encore! highlights regional performances from local symphonies, choirs, chamber musicians and other classical music performers.



CLASSICAL 90.5 AUDIENCE SNAPSHOT

Educated

203% more likely to hold a post-graduate degree

Influential

71% more likely to work as top management

Affluent

32% more likely to earn a household income of \$100,000+

Cultural

324% more likely to attend a symphony concert or opera

Community Minded

81% more likely to donate to a social services organization

Source: MRI-Simmons Doublebase 2019, Base: Total US Adults



EXTEND AND AMPLIFY ENGAGEMENT AT EVERY CONNECTION

Studies continually show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

While traditional broadcast channels attract the majority of eyes and ears, messages that span multiple media channels make for a more effective campaign.

Northern Public Radio digital platforms place your message in the context of a safe, credible, uncluttered environment, elevating your brand. Your organization's presence signals support for a trusted source of balanced journalism, cultural entertainment, civil conversation and music discovery.

- **Audio Streaming** — :15 audio messages at the gateway to the stream
- **Website** — Banner display and Rich Media ads
- **Apps** — Display ads and :15 audio messages at the gateway to the stream
- **Newsletter** — Display ads in e-newsletter
- **Locally-Produced Podcast Sponsorships:**
 - Teachers' Lounge
 - Poetically Yours
 - Sessions from Studio A
 - Drinkin' with Lincoln
 - Sound of Science

Your Northern Public Radio representative will work with you to customize a sponsorship campaign to best fit your needs and your budget.

**Contact us today to begin building a relationship
with Northern Public Radio listeners.**

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