ON-AIR + DIGITAL MEDIA KIT
WE REACH DELAWARE!

Delaware Public Media reaches across the state on multiple platforms. Our content informs and entertains thousands on radio and our digital platforms every day!

ON THE AIR...

DPM’s diverse content is heard on WDDE-FM 91.1 in Dover, covering all of central and southern Delaware, and on WMHS-FM 88.1 in Pike Creek in northern Delaware.

Weekly 18+ Cume 21,700
Weekly 25-54 Cume 8,900
Weekly 35+ Cume 14,700

Weekly 18+ Average Persons 1,100
Weekly 25-54 Average Persons 300
Weekly 35+ Average Persons 900

ON DIGITAL MEDIA...

Our Website – delawarepublic.org – and our mobile app present all of the audio content heard on WDDE-FM and also include text static images and video from our reporters and NPR. To that mix, we add sponsored content and display ads, including rich media and mobile.

Reach:
445,000 annual unique users
609,000 annual sessions
1,667,666 total annual ad impressions

The DPM Weekly Newsletter, sent 3 times each week features news content, links to our featured programming, on-demand presentations and reminder information about our offerings. It also delivers sponsored content, dedicated emails and display ads.

Reach 2022 annual:
3,147 subscribers
438,636 annual sends
137,949 annual opens
35% monthly average click rate

Contact: Pete Booker
pbooker@delawarepublic.org
302-740-3220
SOLID COVERAGE FOR DELAWARE... AND IT'S GETTING BETTER

Summer 2023 WDDE-FM 91.1 Signal Improvement

DPM ON-AIR + DIGITAL MEDIA KIT
Underwriting Rates – Ad Agencies

Effective May 1, 2023

Delaware Public Media works with each underwriter to prepare a customized plan to meet the needs of their campaign. Established rates for 15-second spots to air during weekday and weekend day parts are listed below. Separate rates are established for website, mobile and eNews. All copy and graphics must comply with DPM and FCC requirements. DPM has final approval of all materials, placement and scheduling.

DPM Radio/Streaming

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Mon-Fri Gross Rate/Message</th>
<th>Mon-Fri Net Rate/Message</th>
<th>Sat-Sun Gross Rate/Message</th>
<th>Sat-Sun Net Rate/Message</th>
<th>Mon-Sun Gross Rate/Message</th>
<th>Mon-Sun Net Rate/Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>5A - 10A</td>
<td>Morning</td>
<td>$40.25</td>
<td>6A - 10A</td>
<td>Morning</td>
<td>$28.75</td>
<td>12Mid - 5A M-F</td>
</tr>
<tr>
<td>10A - 3P</td>
<td>Midday</td>
<td>$40.25</td>
<td>10A - 3P</td>
<td>Midday</td>
<td>$28.75</td>
<td>12Mid - 6A S-S</td>
</tr>
<tr>
<td>3P - 7P</td>
<td>Afternoon</td>
<td>$40.25</td>
<td>3P - 7P</td>
<td>Afternoon</td>
<td>$28.75</td>
<td></td>
</tr>
<tr>
<td>7P - 12Mid</td>
<td>Evening</td>
<td>$23</td>
<td>7P - 12Mid</td>
<td>Evening</td>
<td>$23</td>
<td></td>
</tr>
</tbody>
</table>

*Gross rates are agency commission-able rates.

Underwriting announcements are 15 seconds; about 25 words and may include:
- Name of business/organization providing underwriting support
- Brief description of sponsor’s products and/or services
- Location and web address of business organization
- Events dates and locations
- 30 Second Spots - $56/ROS & $65/Morning – Afternoon Drive

Digital underwriting opportunities

Website graphic ads
- Size 300x250 pixels
- Format .png, .jpg or .gif
- $60/week

Mobile graphic ads
- Size 320x50 pixels
- Format .png, .jpg or .gif
- $90/week

eNews, twice weekly
- $40/ per issue
Underwriting Packages
Gross (Commissionable) Rates

4 Day Parts Monthly Package

<table>
<thead>
<tr>
<th>PACKAGE 1</th>
<th>PACKAGE 2</th>
<th>PACKAGE 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 spots</td>
<td>30 spots</td>
<td>30 spots</td>
</tr>
<tr>
<td>$575</td>
<td>$1,150</td>
<td>$1,725</td>
</tr>
</tbody>
</table>

- 4-day parts, 5am-7pm, 7pm-12m Monday-Sunday
- 4 weeks of web ads

All copy and graphics must comply with DPM and FCC requirements. DPM has final approval of all materials, scheduling, and placement.

Join us with a 6-month campaign and save 5% - or 12-month campaign and save 10% off of each above package.

Contact: Pete Booker  pbooker@delawarepublic.org  302-740-3220
Underwriting Packages
Gross (Commissionable) Rates

4 Day Parts Monthly Package

<table>
<thead>
<tr>
<th>PACKAGE 1</th>
<th>30 spots</th>
<th>$1,150</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4-day parts, 5am-7pm, 7pm-12m Monday-Sunday</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 weeks of web ads</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGE 2</th>
<th>30 spots</th>
<th>$2,875</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4-day parts, 5am-7pm, 7pm-12m Monday-Sunday</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 weeks of web ads</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGE 3</th>
<th>30 spots</th>
<th>$5,750</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4-day parts, 5am-7pm, 7pm-12m Monday-Sunday</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 weeks of web ads</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 weeks of mobile ads</td>
<td></td>
</tr>
</tbody>
</table>

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Join us with a 6-month campaign and save 5% or a 12-month campaign and save 10%

We are partners in your success
# Underwriting Packages

## Gross (Commissionable) Rates

### 4 Day Parts 12 month Package

<table>
<thead>
<tr>
<th>Level</th>
<th>Spots</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD LEVEL SPONSOR</strong></td>
<td>840</td>
<td>$28,750</td>
</tr>
<tr>
<td><strong>SILVER LEVEL SPONSOR</strong></td>
<td>436</td>
<td>$17,250</td>
</tr>
<tr>
<td><strong>BRONZE LEVEL SPONSOR</strong></td>
<td>236</td>
<td>$11,500</td>
</tr>
</tbody>
</table>

- 840 spots
- 4-day parts, 5am-7pm, 7pm-12m Monday-Sunday
- 48 weeks of web ads
- 48 weeks of mobile ads
- eNews

- 436 spots
- 4-day parts, 5am-7pm, 7pm-12m Monday-Sunday
- 48 weeks of web ads
- 48 weeks of mobile ads
- eNews

- 236 spots
- 4-day parts, 5am-7pm, 7pm-12m Monday-Sunday
- 48 weeks of web ads
- 48 weeks of mobile ads
- eNews

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