



DELAWARE PUBLIC MEDIA

Get tuned in.

# **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](http://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

# SOLID COVERAGE FOR DELAWARE...

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## AND IT'S GETTING BETTER

### Summer 2023 WDDE-FM 91.1 Signal Improvement



- WMHS-FM 88.1
- Current Signal Limit
- New Signal Limit

# 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

Mon-Fri	Daypart	Gross Rate/Message	Net Rate/ Message
5A - 10A	Morning	\$40.25	\$35
10A - 3P	Midday	\$40.25	\$35
3P - 7P	Afternoon	\$40.25	\$35
7P - 12Mid	Evening	\$23	\$20
Sat-Sun			
6A - 10A	Morning	\$28.75	\$25
10A - 3P	Midday	\$28.75	\$25
3P - 7P	Afternoon	\$28.75	\$25
7P - 12Mid	Evening	\$23	\$20
Mon-Sun			
12Mid - 5A M-F	Overnight	\$11.50	\$10
12Mid - 6A S-S	Overnight	\$11.50	\$10

\* 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

#### PACKAGE 1

12 spots **\$575**  
4-day parts, 5am-7pm, 7pm-12m Monday-Sunday  
4 weeks of web ads

#### PACKAGE 2

30 spots **\$1,150**  
4-day parts, 5am-7pm, 7pm-12m Monday-Sunday  
4 weeks of web ads

#### PACKAGE 3

30 spots **\$1,725**  
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](mailto:pbooker@delawarepublic.org)

302-740-3220

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# Underwriting Packages

## Gross (Commissionable) Rates

### 4 Day Parts Monthly Package

#### PACKAGE 1

30 spots

**\$1,150**

4-day parts, 5am-7pm, 7pm-12m Monday-Sunday

4 weeks of web ads

#### PACKAGE 2

30 spots

**\$2,875**

4-day parts, 5am-7pm, 7pm-12m Monday-Sunday

4 weeks of web ads

#### PACKAGE 3

30 spots

**\$5,750**

4-day parts, 5am-7pm, 7pm-12m Monday-Sunday

4 weeks of web ads

4 weeks of mobile ads

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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

#### GOLD LEVEL SPONSOR

840 spots **\$28,750**  
4-day parts, 5am-7pm, 7pm-12m Monday-Sunday  
48 weeks of web ads  
48 weeks of mobile ads  
eNews

#### SILVER LEVEL SPONSOR

436 spots **\$17,250**  
4-day parts, 5am-7pm, 7pm-12m Monday-Sunday  
48 weeks of web ads  
48 weeks of mobile ads  
eNews

#### BRONZE LEVEL SPONSOR

236 spots **\$11,500**  
4-day parts, 5am-7pm, 7pm-12m Monday-Sunday  
48 weeks of web ads  
48 weeks of mobile ads  
eNews

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### **Pete Booker**

General Manager

[pbooker@delawarepublic.org](mailto:pbooker@delawarepublic.org)

Cell: (302) 740-3220



### **ON-AIR**

91.1 FM WDDE Dover  
88.1 FM WMHS Wilmington



### **ONLINE**

[DelawarePublic.org](http://DelawarePublic.org)



### **PHONE**

302.857.7096

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Dover, DE 19903**



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