

YOUR ORGANIZATION HAS A STORY TO TELL.

*WAER Syracuse Public Media
will help you share it.*



795 Ostrom Ave. Syracuse, NY 13224 | jaweekes@syr.edu | waer.org/sponsorship

OUR MISSION: Enlighten, Entertain & Engage

WAER has been the training ground for some of the most recognizable voices in broadcasting, including NPR News anchor Lakshmi Singh, CBS News Justice correspondent Scott MacFarlane, Nightline anchor Ted Koppel, and ESPN legends like Bob Costas, Mike Tirico, Beth Mowins, Sean McDonough, Ian Eagle, Anish Shroff and many others.

WAER Syracuse Public Media is your trusted source for news, music, sports, and more; proudly serving Central New York since 1947. A commercial-free, listener-supported public media organization, WAER is licensed to Syracuse University and operates as part of the S.I. Newhouse School of Public Communications.

November 2025



L to R: Matt Park, Marv Albert, Ian Eagle, Bob Costas, Sean McDonough

SPONSORSHIP OPPORTUNITIES

Your Messaging

Won't be on air with your competition - WAER applies a 30-minute separation between businesses within the same sector

Will be written and delivered in a calm and objective style that listeners expect and appreciate

Will be x:25 seconds in length

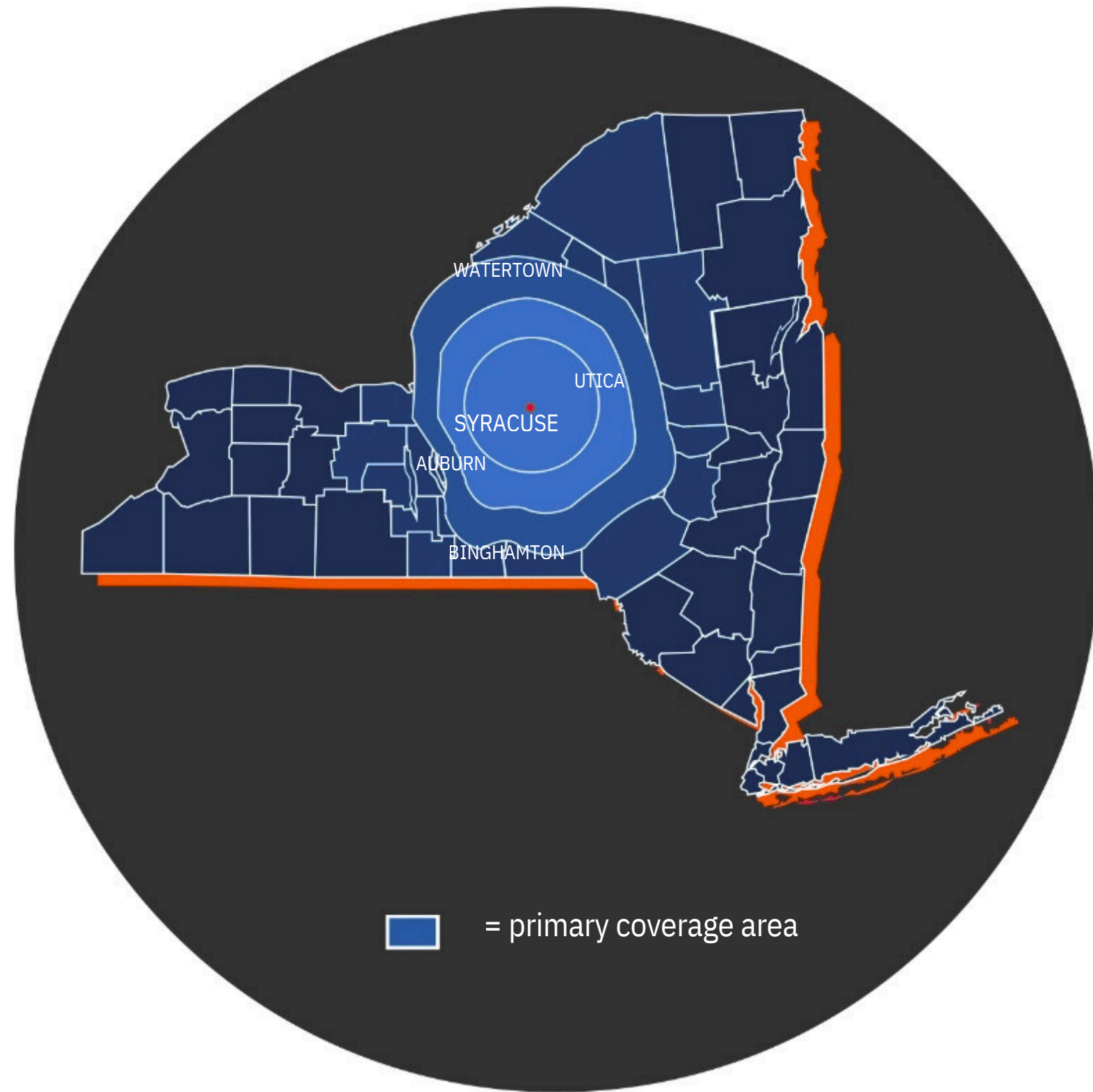
Is voiced by in-house station talent, at no cost to client



On average, WAER Syracuse Public Media airs just 4 minutes of messaging per hour vs commercial stations' advertising segments that can be as long as 30+ minutes per hour.

CONNECT WITH MORE THAN 130,000+

monthly users*

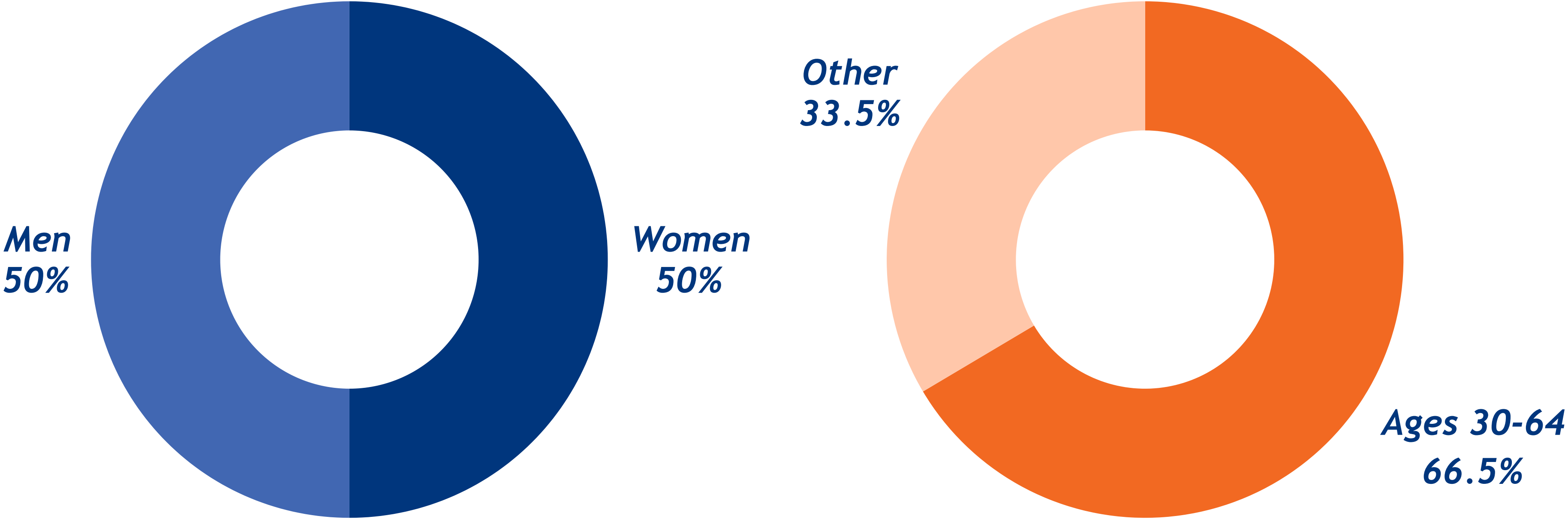


WAER Syracuse Public Media reaches the Central New York region, including Onondaga, Madison, and Oswego counties.

Source: * RRC Nielsen, Syracuse - Metro March '25

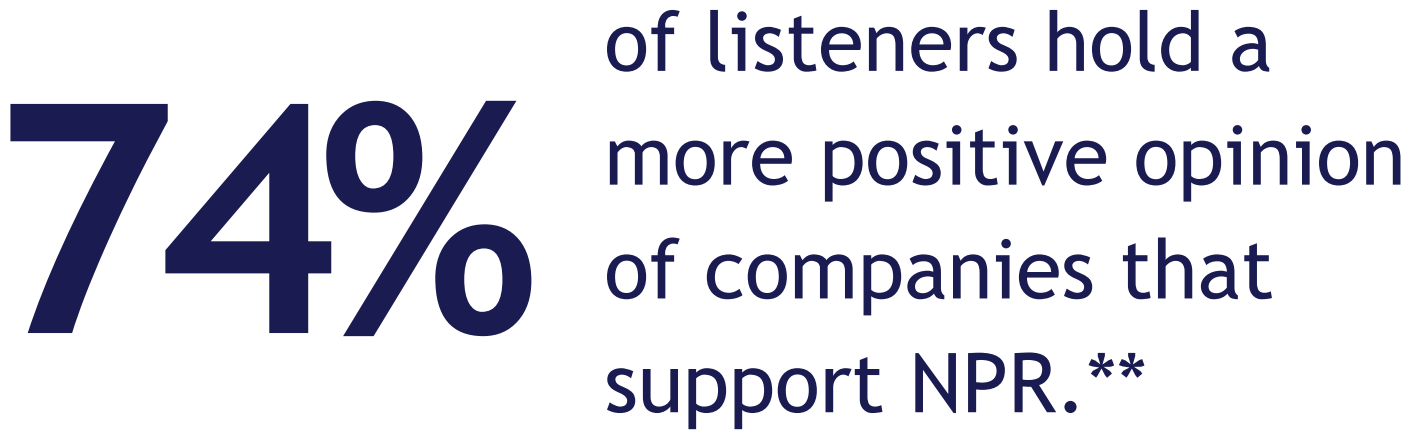
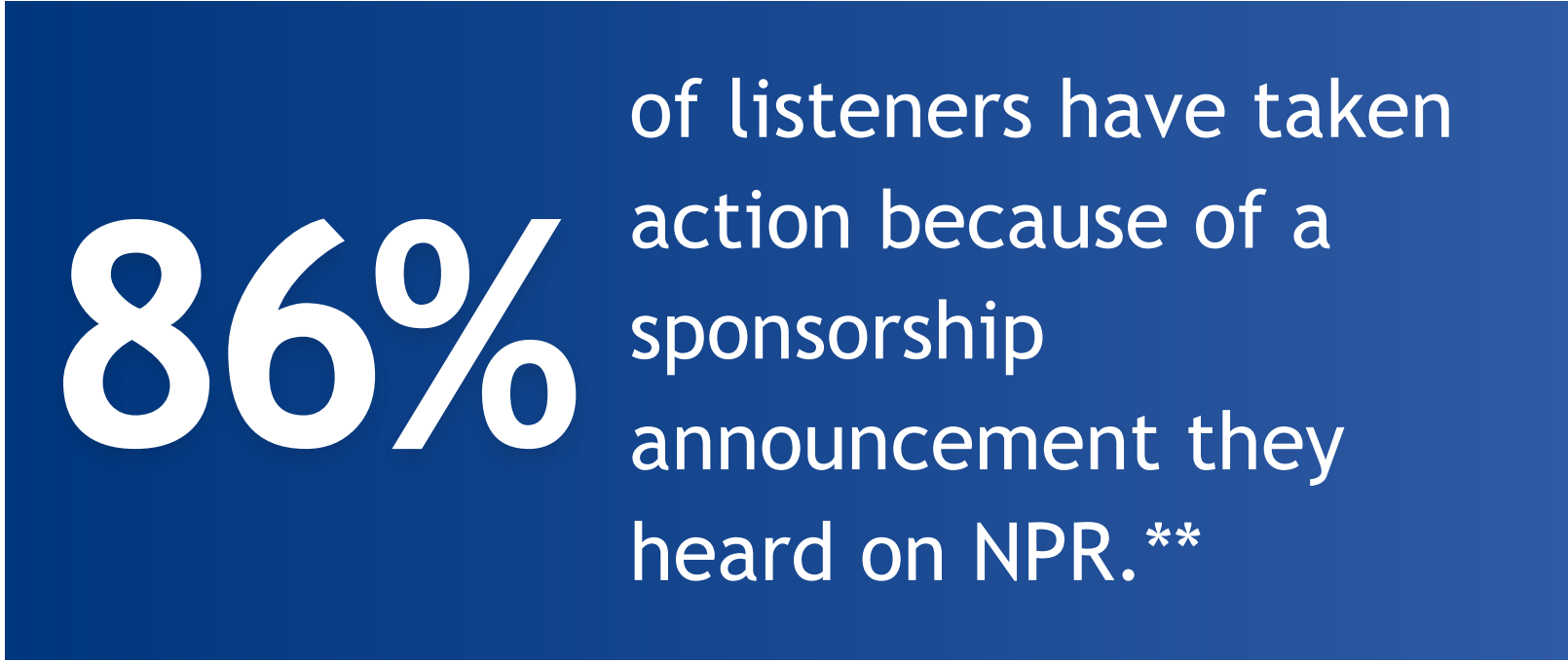
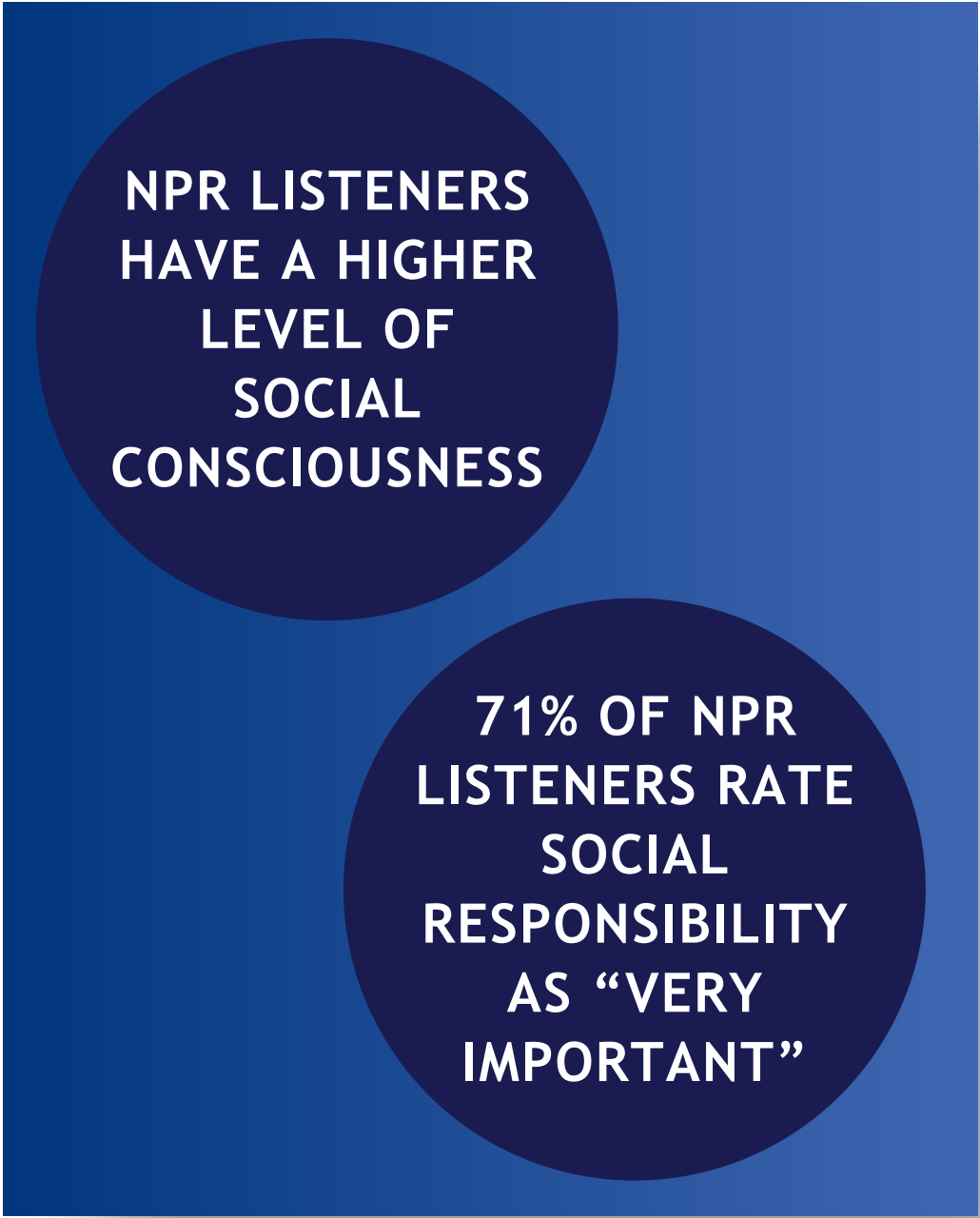
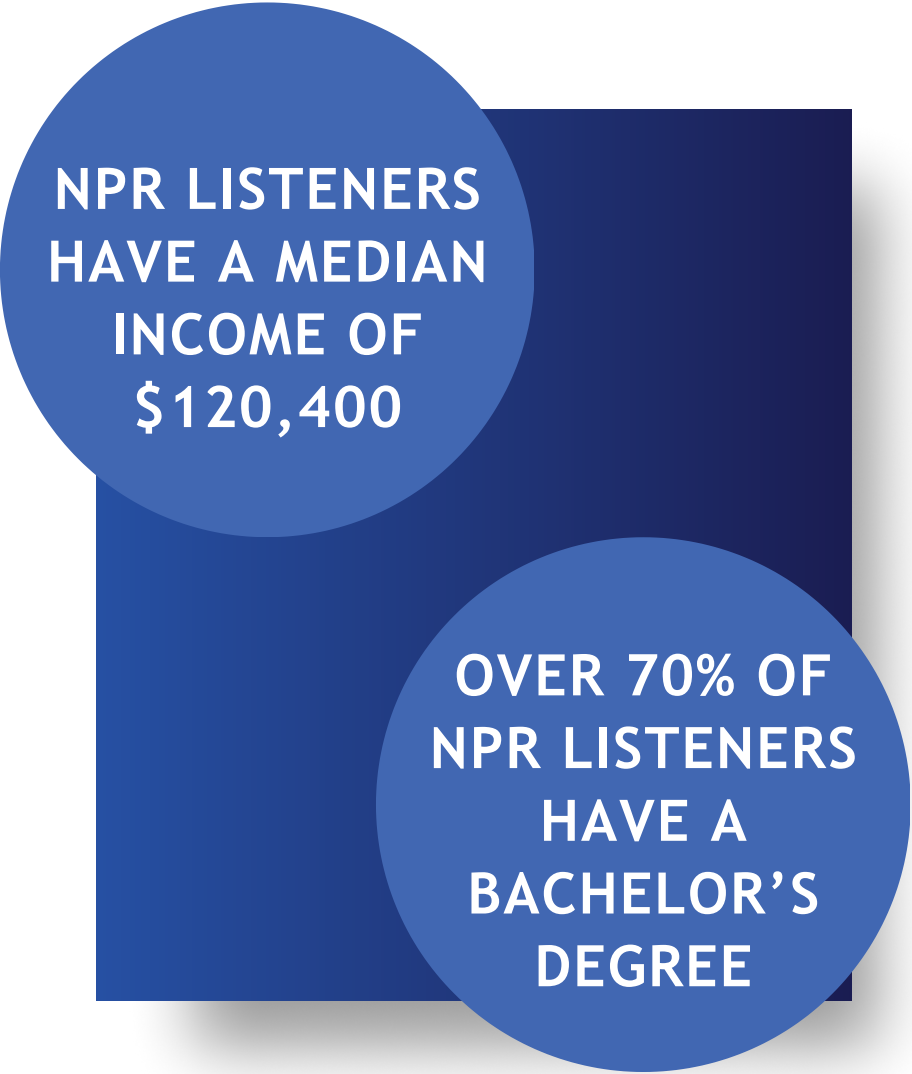
OUR BROADCAST DEMOGRAPHIC

On average, our audience spends 6.5 hours listening each week!*



Source: * RRC Nielsen, Syracuse - Metro March '25 **Kantar/Lightspeed Research, NPR State of Sponsorship Survey, June 2025.

AN ACTIONABLE AUDIENCE



Source: * RRC Nielsen, Syracuse - Metro March '25 **Kantar/Lightspeed Research, NPR State of Sponsorship Survey, June 2025.

OUR AUDIENCE BY THE NUMBERS

**BROADCAST
& STREAMING****

34,400+

Avg. weekly users

WEB TILES

Sponsored by local businesses

97,000+

Avg. monthly impressions

Source: **NPR Station Analytics, *RRC Nielsen, Syracuse - Metro March '25

WAER88.3
Syracuse Public Media



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DIGITAL CONTENT IMPACT

A brief summary of our growing digital audience, and counting.

53K

Average
monthly
social
media
views

37K

Average
monthly
engaged
web
users

85%

Average
monthly
engagement
rate
on web

3,000+

Weekly
newsletter
subscribers

THE HALO EFFECT

74%

of listeners hold a more positive opinion of sponsors that support public media.**

73%

of listeners prefer to buy products or services from WAER/NPR sponsors.**

HUNT
Since 1911
Always There For You[®] ERA

JUDY WINSLOW
WITH HUNT REAL ESTATE

WAER88.3 **JUDY WINSLOW** **npr**

Welcome, Judy Winslow with Hunt Real Estate, to the WAER family!

Source: **Kantar/Lightspeed Research, NPR State of Sponsorship Survey, June 2025.

IN THEIR OWN WORDS

Testimonials from WAER Syracuse
Public Media business sponsors on
the public radio experience.

“As a long time WAER listener, I felt it was important to have my local business support my local public radio station. Plus, I felt that WAER listeners were a natural fit for our marketing efforts. At Vince’s, our customers feel like family. We feel the same about partnering with WAER. Now, we’re a part of the NPR family.” - Sam Mondello, Owner of Vince's Gourmet Imports

“We’re proud to support WAER because for both Bousquet Holstein and WAER, giving back to the community is an integral part of who we are.” - Larry Bousquet and David Holstein, managing attorneys at Bousquet Holstein

“I feel that WAER’s audience is the perfect fit for us. They’re intelligent and loyal, exactly the kind of people we look to reach. When people call us, they make a point to tell us they heard about California Closets on WAER.” - Joy Rafferty, Owner of California Closets of Syracuse

“It is our pleasure to help [WAER] bridge the gap in funding. We feel grateful we are able to, as our mission is to be good members of the community.” -Anna Dobbs, Freedom of Espresso

CONTACT US

We can't wait to add you to the WAER family!

Join the many other businesses and organizations that are reaping the benefits from their WAER marketing plans.

WAER connects with its audience whether they are at home, at work, online, via mobile, or around the world. Business support of the station's award-winning programming ensures WAER's ability to deliver its valuable services to its loyal audience. Becoming a WAER Business Sponsor is a great way to reach a qualified group of loyal listeners.



Jennifer Weekes-Osada
Director of Corporate Development
email: jaweeke@syr.edu
phone: 315-443-5254



Benjamin Sills
Corporate Sales Account Assoc.
email: bjsills@syr.edu
phone: 315-443-1833