Connecting with the People Who Shape Southeastern North Carolina
Public Radio in Wilmington, NC

WHQR News 91.3 FM and Classical WHQR 92.7 FM are known as the small non-profit radio stations with a big reputation for solid programming, unique performances, and a community spirit that covers southeastern North Carolina. WHQR delivers local and NPR news, classical music and jazz, original programs, award-winning national programs, and coverage of the cultural community.

Each week, WHQR 91.3 FM reaches about 40,000 listeners in the Wilmington DMA.

Source: Arbitron Fall 2011

The NPR Audience

NPR delivers a well educated audience that has a higher than average household income, with 79% owning their home. NPR listeners value social responsibility, are environmentally conscious, are engaged in lifelong learning, and consider themselves to be curious about the world. They’re independent thinkers, and seek products and services that will enhance their quality of life.

Key Demographics

Source: GfK Mediamark Research & Intelligence 2012
WHQR NEWS

• Wilmington - 91.3 fm
• Myrtle Beach - 98.9 fm

CLASSICAL WHQR

• Greater Wilmington - 91.3 fm HD2
• Wilmington - 92.7 fm
• Myrtle Beach - 102.3 fm
• Southport 96.7 fm

Both signals can be streamed online at WHQR.org
I genuinely feel that WHQR is a trusted and loved source of information and entertainment here in the Wilmington community. Simply one mention on WHQR is enough to pique a patron’s interest. Underwriting public media in Wilmington is absolutely vital to maintaining a thriving, connected and informed community.

- Emmanuel M. Mitcham, UNCW Marketing and Communications Specialist
Underwriting: Marketing plus Philanthropy

Underwriting, by definition, is recognition over the air for a business that provides financial support for WHQR. It can be described as a marriage of philanthropy (demonstration of your business’s goodwill through support of a respected, non-profit community service) and marketing that allows access to an exceptionally devoted audience, who are otherwise hard to reach through other media. Your WHQR Underwriting Representative will work with you to develop a strategy based on your needs and budget. Some recommended elements may include:

- Underwriting Credit Announcements (15 seconds)
- Display Ads
- Corporate Challenge during Pledge Drives
- Sponsorship of Special Events
- Digital Ads

Benefits of Underwriting with WHQR

**Audience**
The WHQR audience is highly educated, which often leads to affluence. They tend to have above average discretionary income, and they value the community service that WHQR and NPR offer.

**Environment**
The on-air environment on WHQR is free of clutter. With minimal and non-intrusive underwriting messages, there is very little audience tune-out, and listeners are more engaged at the moment your message is read.

**Relationship**
Referred to as “the halo effect,” by virtue of supporting WHQR, your business develops a favorable image with our loyal listeners, making them more likely to purchase your product or service, and recommend it to others.

“I recommend underwriting to virtually every client. There is not an industry or vertical that can not benefit from the lift generated by the good feeling consumers get from knowing a business supports public radio. So many of my clients have told me that they have earned a piece of business, specifically because of that support. There is a solid ROI to be had by adding WHQR underwriting to your marketing mix. Their listeners are your customers.”

– Paul Evans, Director of Agency Services, The Ad Buyer Agency

AJ Franchino
Underwriting Message Guidelines

Underwriting messages are 15 seconds in length, and are read by a WHQR announcer. They begin with the preamble "Support for WHQR comes from our members and (underwriter)". They may contain contact information, or other value-neutral descriptors of a business, event, or organization.

Acceptable language in an underwriting credit announcement

- Name of funder, length of time in business, mission
- Location, directional information
- Phone number, web URL, Facebook, Twitter
- Established corporate slogans but must be non-promotional
- Co-op, recruitment
- Value-neutral description of services, products
- Product, service listing (no more than three)
- Event dates and locations

Display Advertising on WHQR.org

WHQR.org delivers top headlines from WHQR and NPR, as well as access to podcasts, playlists, schedules, events, and much more. Users can live stream WHQR News 91.3 FM, or Classical WHQR 92.7 FM, 24 hours a day. Premium placement in the standard rectangle space (above the fold, as shown here) ensures your message is seen where the eye naturally travels. Unique visits to WHQR.org consistently exceed 40,000 per month, and often more.

300x250 Rectangle (1/4 Share of Voice): $200.00 per month (Approximately $20.00 CPM)
Cinematique Slides

Cinematique Slides are **$150.00 per month**, with a minimum 6 month commitment*. (2-3 films are usually shown per month, with 3 screenings per film, but screenings do vary monthly.) Ad specs:

• **Size:** 1500 x 850 (16:9 aspect ratio)
• **Required Resolution:** 150 DPI
• **Preferred File Format:** JPEG
• **Recommendations:** Bright colors, simple text

Digital Offerings

**App Ad**
- **Tile (All Sizes Requested)**
- **300W x 300H**
- **400W x 300H**
- **$150 / month**

**Newsletter Ad**
- **JPG, or PNG image files**
- **300W x 300H**
- 5700 recipients, weekly
- **Single Size: 300W x 250H ~ $150 / month**
- **Full Width Size: 600W x 250H ~ $300 / month**

**Streaming and On-Demand**
- **:15 audio pre-roll**
- Must begin with “Support comes from (underwriter name)...”
- **$250 / month (either streaming or app)**

Cinematique of Wilmington is a series of classic, foreign and notable films sponsored by WHQR and Thalian Hall Center for the Performing Arts. Approximately 30 minutes prior to the beginning of each film, Cinematique runs a slide show, offering businesses the opportunity to have their message seen by this coveted audience.
Our Mission:
WHQR offers news, music, entertainment and interaction to expand knowledge, encourage artistic appreciation, engage our community, and promote civil discourse.

Our Vision:
WHQR believes that the power of information and artistic endeavor can help create a stronger, more cohesive and connected community.

Underwriting Representative

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