

MEDIA KIT



88.9
WEKU
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Why sponsor WEKU?

NONPROFITS

Enhance credibility and brand

Reach an exclusive audience

Increase attendance at events

BUSINESSES

Find customers, clients and donors

**GOVERNMENT
AGENCIES**

Spread a message

**EDUCATIONAL
INSTITUTIONS**

Educate and inspire



Break through the media clutter

of public radio

86%

LISTENERS

have taken action

as a result of hearing a sponsor's message*

Our competitive advantage:

Public radio listeners are unique. Many feel they share a common bond with sponsors of the station they listen to and they respond with gratitude for the low-clutter non-commercial format.

WEKU has 2 minutes of sponsor messaging per hour, **compared with 15-18 minutes per hour on commercial radio.**

WEKU has the highest "time spent listening" of any station in the Lexington market**

WEKU has the highest listener loyalty of any station in the Lexington market**

Thousands of WEKU listeners support the station through donations

PUBLIC RADIO NEWS AUDIENCE

CIVICALLY ENGAGED

- 181% more likely to have contacted a politician
- 177% more likely to have served on a committee for a local organization
- 64% more likely to have volunteered for a charitable organization

CONSCIENTIOUS

- 47% more likely to purchase natural/org foods
- 316% more likely to participate in environmental groups or causes
- 200% more likely to give to arts, culture or environmental organizations

THOUGHT LEADERS

- 78% more likely to work in top management
- 32% more likely to be a CEO
- 201% more likely to have something they wrote published

CULTURAL ENTHUSIASTS

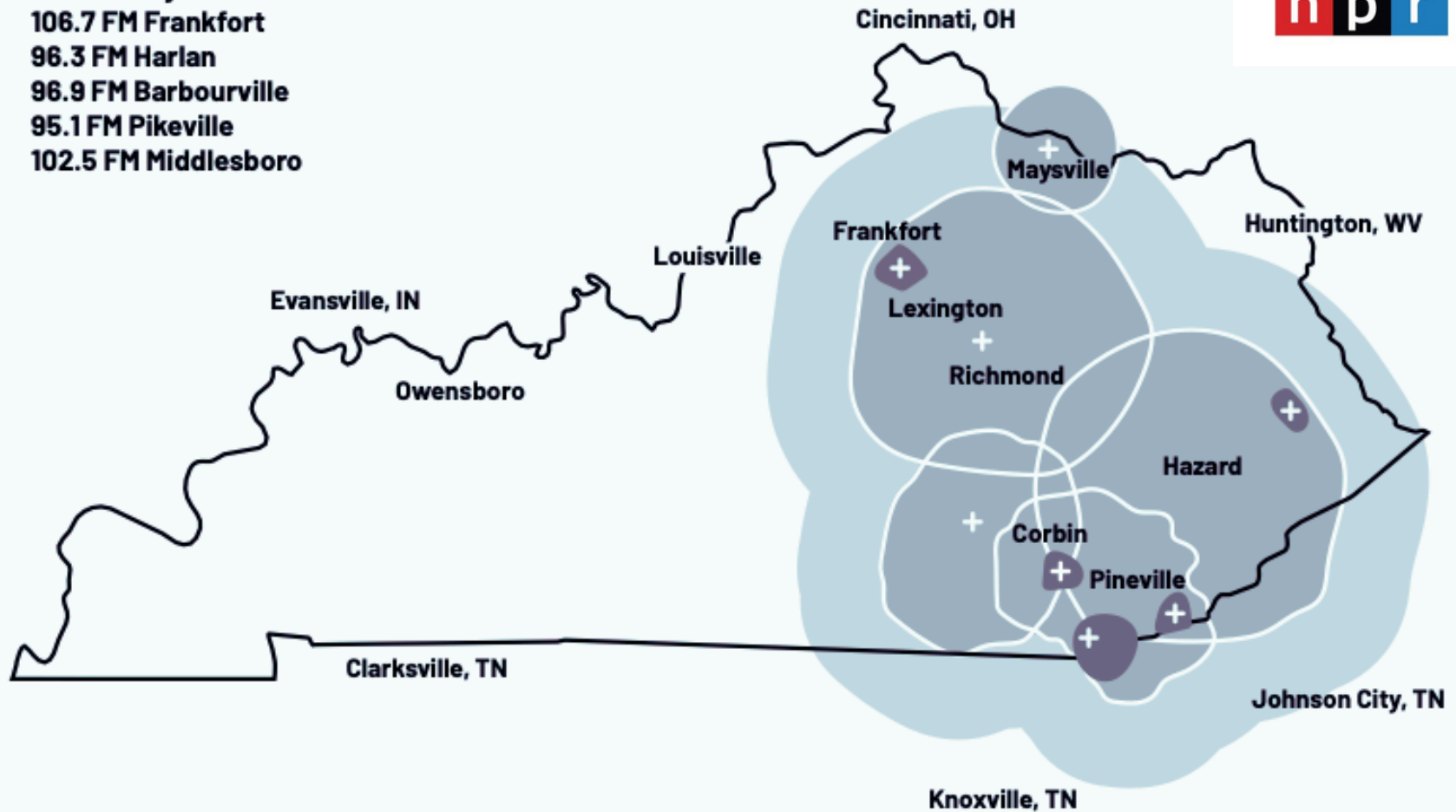
- 83% more likely to have attended an art gallery or show in the past year
- 62% more likely to have visited a museum in past month
- 61% more likely to read books 2+ times a week

MRI-Simmons Fall 2025 Doublebase, among custom NPR New audience



WEKU reaches half the Commonwealth

88.9 FM Richmond/Lexington
90.9 FM Hazard
88.5 FM Corbin
90.1 FM Pineville
88.1 FM Maysville
106.7 FM Frankfort
96.3 FM Harlan
96.9 FM Barbourville
95.1 FM Pikeville
102.5 FM Middlesboro



WEKU broadcasts on 10 FM stations in **Central and Eastern Kentucky** reaching more than 1.5 million residents in our primary coverage area, and 60,400 unique listeners each week. WEKU is also a member of the [Kentucky Public Radio](#) network, with a monthly audience of more than 740,000 listeners throughout Kentucky.

How sponsorship works

Meet to discuss
your needs & goals



Determine if there's
fit with WEKU's growing audience



WEKU creates a broadcast or
digital order with message &
schedule



Sponsor prepays
or is invoiced monthly



messages air or appear
according to schedule



WEKU listeners
respond by taking
action and/or supporting
sponsor

Satisfied Customers

70% of WEKU
sponsor contracts are
renewed



SPONSOR

Rates start at \$25 per message*

- Ask about our “New Sponsor Package” for first-time sponsors
- We offer special rates for nonprofit, education and government sponsors
- Prepaid contracts receive 10% bonus messages
- Qualifying new sponsors receive 2 weeks of “Welcome New Sponsor” messaging**
- Add one month of bonus messages for signing an annual contract
- We offer internet pre-roll, digital and mobile app sponsorship options
- We work hard to ensure that sponsorship benefits our partners

SCAN QR CODE
FOR DETAILS



▶ Scan me!

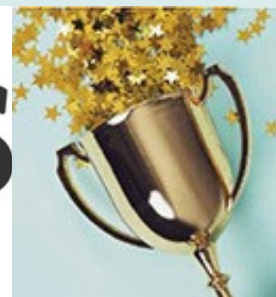
*\$500 annual contract minimum; **Contracts of \$5,000+

Support award-winning journalism

EXCELLENCE IN
BROADCASTING AWARDS



EDWARD R. MURROW
AWARDS
2025



 **IBA**
IMPACT BROADCAST AWARDS



**Your future customers are waiting
to hear from you**

WEKU listeners not only make WEKU part of their day, they make it part of their lives. They tune to WEKU for long-form journalism and storytelling, as well as arts and cultural programming. For businesses and organizations, this means an opportunity to connect with people who are truly listening.



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Let us help you stand out

credibility



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