WBOI

UNDERWRITING & SPONSORSHIP MEDIA KIT · 2026–27

This is who we reach, how underwriting works, and how to put your organization on the air.

WBOI is Northeast Indiana Public Radio — the region's NPR news and music service, broadcasting from Fort Wayne to listeners across a seven-county footprint on air, online, and on demand.

89.1 FM · WBOI.ORG · @89.1_WBOI · NPR NEWS & DIVERSE MUSIC

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IN THIS KIT

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ABOUT WBOI

Who we are.

Northeast Indiana Public Radio (NIPR) holds the broadcast license for 89.1 WBOI and operates as a 501(c)(3) nonprofit. The station produces about 30 hours of local programming each week, supplemented by NPR, PRX, PRI, WNYC, and IPBS.

Mission

To strengthen the cultural, civic, and social fabric of the communities we serve, and to engage audiences with content that enriches the human experience.

Vision

WBOI will be a recognized, respected, and trusted provider of news and cultural content throughout Northeast Indiana.

HOW WBOI OPERATES

- **Local programming** — about 30 hours produced locally each week, alongside programming from NPR, PRX, PRI, WNYC, and IPBS
- **People** — a small staff supported by more than 20 volunteers
- **Membership** — roughly 3,000 member households provide more than half of WBOI's annual budget
- **Business support** — local underwriting funds additional operations, and has grown more vital since federal and state funding for public media was eliminated in 2025
- **Distribution** — 89.1 FM, HD Radio (89.1-2), streaming at wboi.org, and mobile apps for iOS and Android



WBOI on-site at The Landing



Member & community swag



In the studio with WBOI

WHY UNDERWRITE

Public radio credibility doesn't run ads. It runs trust.

WBOI listeners chose noncommercial radio on purpose. An underwriting credit arrives without the skepticism a commercial spot carries, and it stays associated with journalism and music this community relies on.

22,500
WEEKLY CUME AUDIENCE

3,000+
MEMBER HOUSEHOLDS

63%
ARE P1 LOYAL LISTENERS

250K
WEBSITE SESSIONS A YEAR

Weekly Cume Audience & P1 Share: Radio Research Consortium (RRC) via Nielsen report — 5-book average across SP24, FA24, SP25, FA25 & SP26. Website sessions: NPR Analytics (Station Website dashboard), trailing 365 days.

An engaged, loyal audience

Public radio listeners give programming their full attention rather than tuning past it — and they remember who supports the station.

Noncommercial goodwill

Underwriting credits run inside a newscast, not between commercial breaks — a different kind of attention entirely.

Underwriting funds the newsroom

Every underwriting dollar supports local reporting and music programming most commercial radio no longer carries — and it matters more than ever now that federal and state funding for public media was eliminated in 2025.

Independent, locally powered

WBOI's newsroom and music service run on member and underwriter support, not commercial ad dollars.

A note on underwriting vs. advertising

As a noncommercial educational station, WBOI's underwriting credits follow FCC guidelines: they may identify your organization, location, and the nature of your business, but may not include calls to action, price or qualitative claims, or comparative language.

WBOI does not accept underwriting for illicit drugs, alcohol, tobacco, firearms, or political messages. **Digital placements** (WBOI.org, the WBOI app, and the newsletter) may also show a static logo and an established tagline as a visual, alongside a clickable link to your website. The same comparative, qualitative, promotional-language, and calls-to-action limits above still apply everywhere — on air and online alike.

UNDERWRITING GUIDELINES

What a compliant credit sounds like.

As a noncommercial educational station, WBOI is bound by FCC guidelines for underwriting announcements. These rules keep credits sounding like public radio — language listeners trust and respond to — rather than commercial advertising. All announcements are produced in-house by WBOI staff; please allow one week for production.

What to include

- Name of the organization paying for the schedule
- Description of products or services, including brands or trade names
- Date and time of an event
- Length of time in business
- An established slogan or tagline
- Telephone number or URL

What not to include

- Comparative, qualitative, or overtly promotional language
- Price or value information
- Inducements to buy, sell, rent, lease, borrow, or loan
- Third-party endorsements
- Calls to action
- First- or second-person language implying station endorsement (you, we, us, I)

PERMITTED VS. NOT PERMITTED

	SAY	AVOID
Comparative	“Serving 50 cities in the Western U.S.”	“Serving more cities than any other airline”
Qualitative	“Twenty locations throughout the region”	“Twenty convenient locations”
Pricing	“Rate information available at bank dot com”	“3.7% interest rate now available”
Calls to action	“More information available at [number]”	“Call us at [number] for more information”
Inducements	“Tickets go on sale this Friday”	“First 100 tickets are discounted”

SAMPLE CREDIT

“Support for WBOI comes from Anytown Theater Group, presenting The Season: Europa. The season starts in September and includes six plays. Info at anytowntheatergroup dot org.”

REACH

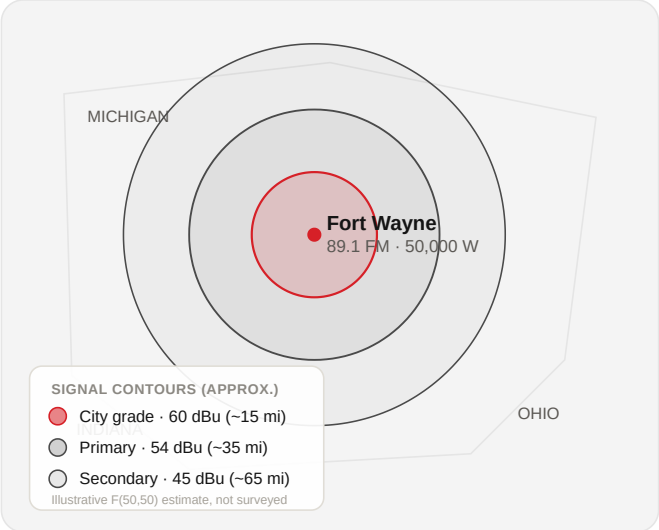
One signal, three states.

WBOI broadcasts from Fort Wayne — the Summit City, where the St. Joseph and St. Marys Rivers join to form the Maumee — reaching listeners well past the city limits on air, HD Radio, and streaming.

Coverage area

Allen, Whitley, Huntington, Wells, Adams, DeKalb, Noble, and surrounding Northeast Indiana counties, plus reach into northwest Ohio and extreme southern Michigan.

county-by-county reach map on request



On the air & beyond

- **FM Broadcast** — 89.1 FM, 50,000 watts, 24 hours a day
- **HD Radio** — HD1 simulcast plus HD2, Allen County Public Library's reading service
- **WBOI.org & Streaming** — live stream, on-demand stories, underwriter recognition
- **Mobile App** — iPhone and Android
- **Podcasts** — *Who & What*, WBOI's daily news podcast, on Apple Podcasts, Spotify, and the WBOI app
- **Community Events** — *Live and Local at The Landing*, WBOI's live local-music concert series, plus member events and pledge drives

AUDIENCE & ANALYTICS · YTD

The numbers behind the signal.

Year-to-date audience data across broadcast and streaming, drawn from Nielsen ratings and NPR's national analytics platform. FY25–26 · July 1, 2025–June 30, 2026

BROADCAST (NIELSEN RRC)

22,500	1,100	6:30	63%
WEEKLY CUME AUDIENCE	AVERAGE QUARTER HOUR PERSONS	WEEKLY TIME SPENT LISTENING	P1 SHARE OF WEEKLY CUME

WBOI DIGITAL PLATFORMS

3,226	250,447	1,011
MOBILE APP USERS (ANNUAL)	STATION WEBSITE SESSIONS (ANNUAL)	STREAMING SESSIONS (DAILY AVG.)

WHO THESE LISTENERS ARE

87% of listening happens at home or in the car — company for the workday and the commute alike.

Our on-air audience splits nearly evenly, **51%** male and **49%** female.

Locally, our audience skews older: **63%** of listeners are 55+, with the largest concentration in the 65–74 range (24%); 33% fall between 25–54. Nielsen RRC doesn't report education or income for local audiences — the national NPR audience profile on the subsequent pages speaks to who that broader listener base tends to be.

Sources: Nielsen RRC (5-book average, SP24–SP26); NPR Studio Analytics (Mobile App Users, Station Website, Station Streaming), trailing 365 days. Podcast downloads reported on the Podcast page.

AUDIENCE & ANALYTICS · YTD

Where our community follows along.

Newsletter, social, and web audiences, year-to-date. FY25–26 · July 1, 2025–June 30, 2026

NEWSLETTER (MAILCHIMP)

6,190	14.8%	1.1%
SUBSCRIBERS	AVERAGE OPEN RATE	AVERAGE CLICK RATE

SOCIAL

5,057	1,966	320
FACEBOOK FOLLOWERS	INSTAGRAM FOLLOWERS	LINKEDIN FOLLOWERS

WEB

250.4K	426
NPR ANALYTICS — SESSIONS (ANNUAL)	NPR ANALYTICS — ACTIVE USERS (DAILY AVG.)

6,190 email subscribers, **7,343** combined followers across Facebook, Instagram & LinkedIn, and 250,000+ website sessions a year — a community that stays engaged well beyond the broadcast signal.

Sources: Mailchimp; Meta Business Suite (Facebook, Instagram); LinkedIn Page Analytics; NPR Analytics (Station Website dashboard). Trailing 365 days.

THE NPR NETWORK

WBOI's local audience is part of a national one.

As an NPR member station, WBOI carries programming heard by a national audience of **42 million people weekly** across platforms — home to America's #1 and #2 drive-time news/talk programs, and ranked #1 for trustworthiness among 13 major news brands. The figures below describe that national NPR audience, not WBOI's own local listenership.

WHO THE NATIONAL NPR AUDIENCE IS

80% more likely

INFLUENTIAL — INVOLVED IN PURCHASE DECISIONS AT WORK

70% more likely

CULTURED — READ BOOKS TWICE A WEEK OR MORE

216% more likely

ENGAGED — CONTACT AN ELECTED OFFICIAL

153% more likely

CONSCIENTIOUS — DONATE TO ARTS, CULTURAL, OR ENVIRONMENTAL ORGANIZATIONS

45% more likely

ADVENTUROUS — TAKE THREE OR MORE INTERNATIONAL VACATIONS A YEAR

WHY IT MATTERS TO UNDERWRITERS

84% of NPR listeners say they've taken action after hearing a sponsorship message, and **79%** hold a more favorable view of companies that sponsor NPR.

77% say they prefer to do business with companies that support NPR — goodwill a local underwriter shares simply by being heard on WBOI.

Source: National Public Media (nationalpublicmedia.com/Audience) — MRI-Simmons Fall 2025, Kantar 2026 sponsorship survey, Nielsen Audio, and NPR internal analytics. National NPR network data, not specific to WBOI's local market.

UNDERWRITING OPPORTUNITIES

Six ways to reach our audience.

Underwriting credits can run across any combination of these platforms — on air, online, and in person. The following pages detail each opportunity; see the companion rate card for pricing.

01

Audio

Announcer-voiced broadcast spots, plus streaming pre-roll heard at the start of every listening session on WBOI.org, the WBOI app, and connected & smart-speaker streams.

02

Podcast

Pre-roll and mid-roll messages on *Who & What*, WBOI's weekday news podcast, across Apple Podcasts, Spotify, the WBOI app, and the NPR app.

03

Website & App Display

Homepage and article-page placements on WBOI.org — 250K sessions a year and 426 daily active users on average — plus display placements in the WBOI app.

04

Newsletter

Dedicated underwriting mentions and banner placement in the WBOI email.

05

Social Media

Dedicated posts and Story mentions across WBOI's Facebook, Instagram, and LinkedIn.

06

Custom & Events

Day sponsorship, *Live and Local at The Landing* season sponsorship, community event sponsorship, and Honor Roll Business Support.

AUDIO

Your name, spoken on air and streamed everywhere.

Audio is WBOI's original and most trusted format — voiced live on 89.1 FM by our own announcers, and echoed across every place listeners stream us.

ON-AIR BROADCAST SPOTS

Standard rotation

:15 per spot, rotating through news & music programming, 5x per week.

Drive-time premium

:15 per spot, dayparted in Morning Edition or All Things Considered, WBOI's highest-listenership hours.

Weekend rotation

:15 per spot, rotating through weekend programming, 3x per week.

STREAMING & DIGITAL AUDIO

Livestream pre-roll

A :15 audio message, voiced by station talent, plays at the start of a listening session on WBOI.org, the WBOI app, and connected & smart-speaker streams.

FLIGHT LENGTHS	LEAD TIME	GUIDELINES
1, 4, 13, 26 & 52 weeks	**7 business days**	**FCC noncommercial · see p.5**

PODCAST

Underwrite the stories Northeast Indiana downloads.

WBOI's original podcasts carry the same trust as our broadcast — on listeners' own schedule, wherever they get their shows.



Who & What

Daily news podcast — Apple Podcasts, Spotify, the WBOI app & the NPR app

Pre-roll

:15 underwriting message at the start of each episode.

Mid-roll

:15 underwriting message at the midpoint of each episode.

Custom package

A tailored cadence of pre-roll and mid-roll messages, scaled to your budget and schedule.

ANNUAL DOWNLOADS	DISTRIBUTION	LEAD TIME	GUIDELINES
10,157	Apple, Spotify, WBOI & NPR apps	7 business days	FCC noncommercial · see p.5

DIGITAL DISPLAY

Show up where our journalism lives.

Standard-size display placements put your brand alongside trusted local journalism on WBOI.org, in a reputable, safe, and viewable environment.

WBOI.ORG

Homepage display placement

728×90, 300×250, or 970×250px in a top homepage position.

Article-page display placement

300×250 or 300×600px, placed alongside news & music stories.

Underwriting support never influences WBOI's news coverage or editorial decisions. Display placements are clearly labeled and kept separate from our journalism.

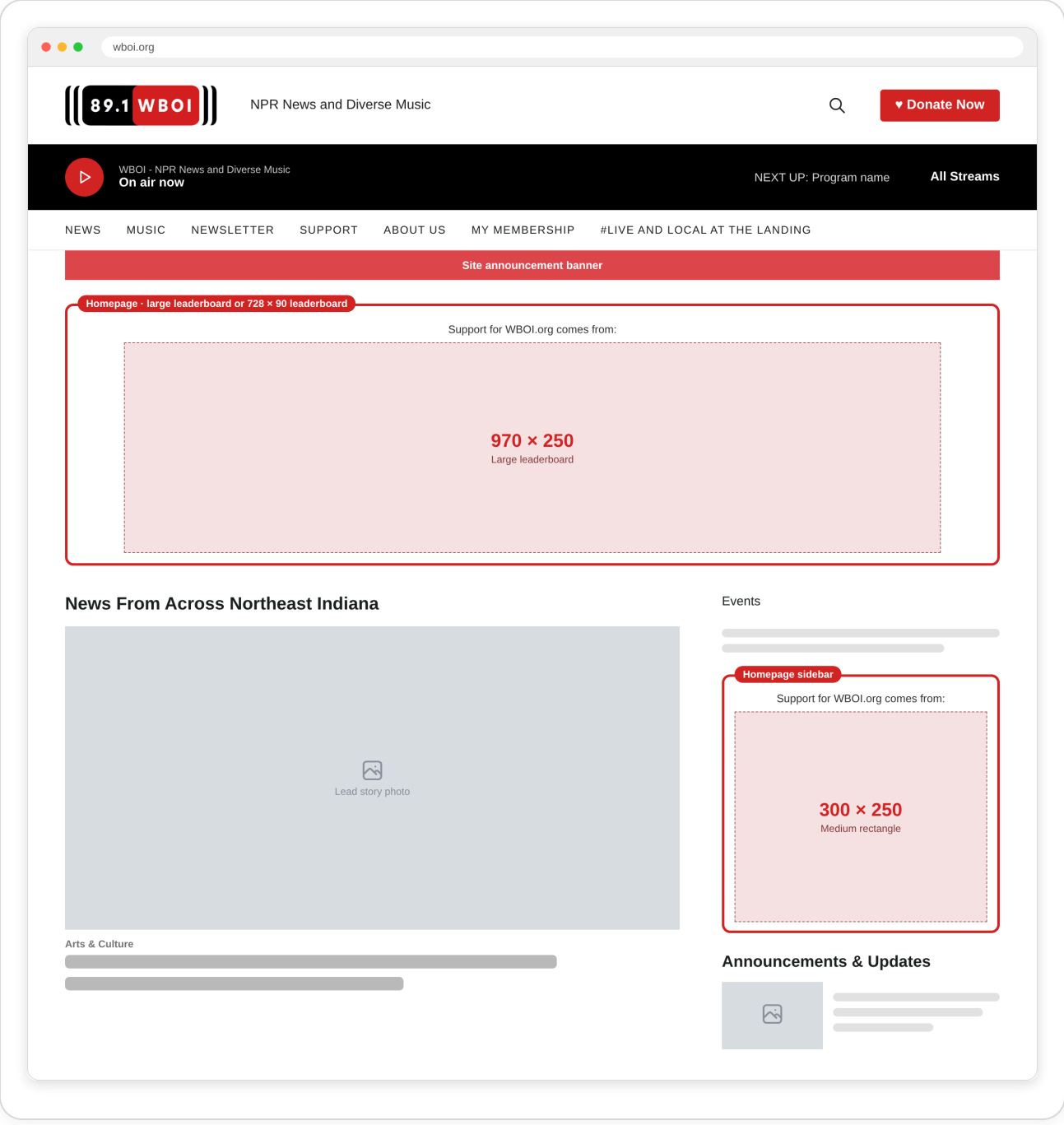
ANNUAL SESSIONS	DAILY ACTIVE USERS	LEAD TIME
250K sessions	426 avg/day	7 business days

FILE TYPES	RESOLUTION	MAX FILE SIZE	SUBMIT ARTWORK TO
JPG, PNG, GIF, HTML5	72 DPI	100KB	sponsorship@wboi.org

DIGITAL DISPLAY

What it looks like: Homepage.

A large leaderboard above the fold, plus a 300×250 sidebar placement, on the WBOI.org homepage. Names, logos, and messages shown are placeholders for where your organization would appear.



DIGITAL DISPLAY

Reach listeners on the go.

A banner placement inside the WBOI mobile app puts your brand in front of listeners who stream and read the news on the go.

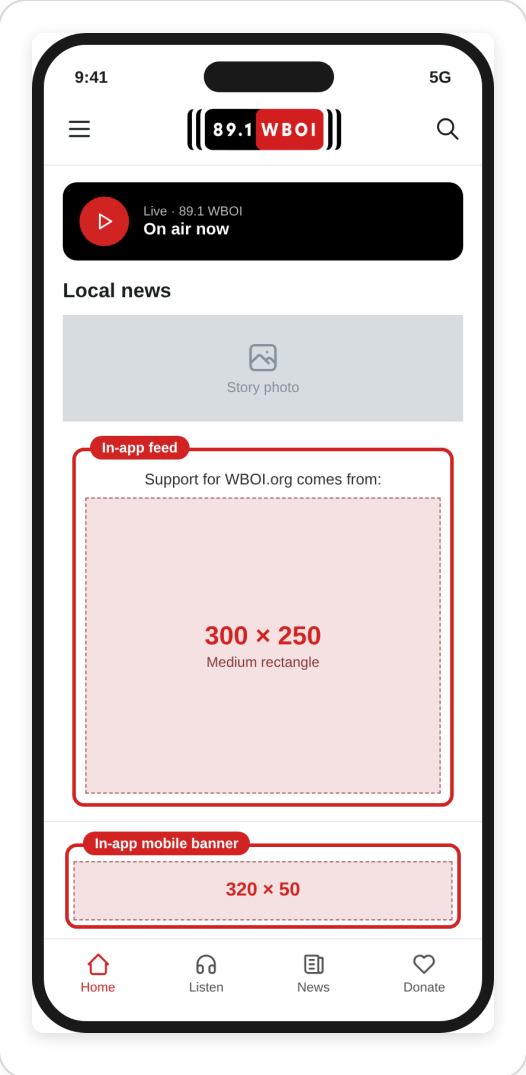
In-app display placement

320×50 or 300×250px banner placed inside the WBOI mobile app, reaching listeners who stream and read on the go.

PLACEMENT SIZES
320×50 or 300×250px

LEAD TIME
7 business days

Names, logos, and messages shown are placeholders for where your organization would appear.



NEWSLETTER

6,190 inboxes, opted in.

WBOI's e-newsletter reaches a subscriber base that asked to hear from us about local news & music — a named mention or banner placement puts your organization directly in front of them, send after send.

Dedicated underwriting mention

A named, standalone mention of your organization within a newsletter send.

Newsletter banner placement

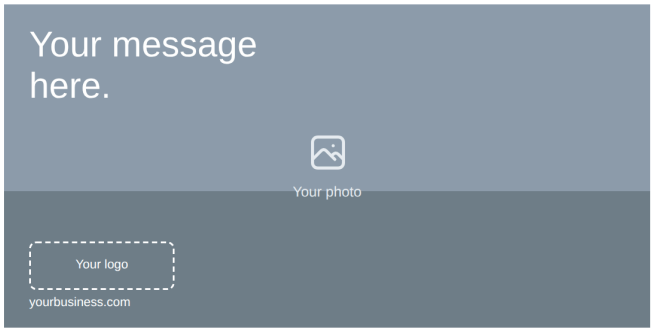
Standard display banner placed within the newsletter template for a full month of sends.

89.1 WBOI

Frequency newsletter sponsorship

Ad specifications

Support for *Frequency* comes from:



1200 px

2:1 ratio · 1200 × 600 px

Placement	Full-width banner below the lead Local News story
Credit line	“Support for *Frequency* comes from:”
Image size	1200 × 600 px (displays at 600 × 300)
File type	JPG or PNG, under 1 MB
Link	Clicks go to the sponsor’s website
Due	Artwork due 5 business days before send

SOCIAL MEDIA

Meet listeners where they already scroll.

WBOI's social channels carry news and music updates to a following that actively engages — a natural extension of on-air and digital underwriting credit.

Feed post

A named, standalone post recognizing your organization on WBOI's Facebook, Instagram, and LinkedIn feeds.

Story mention

A short-form Facebook or Instagram Story mention, linking out to your organization.

Event & collab placements

A co-hosted event listing on Facebook or LinkedIn, or a joint Instagram collab post published on both WBOI's and your organization's own profile.

Custom social package

The best value for ongoing visibility — a tailored mix of feed posts, Story mentions, and event placements across Facebook, Instagram, and LinkedIn, scaled to your budget and cadence.

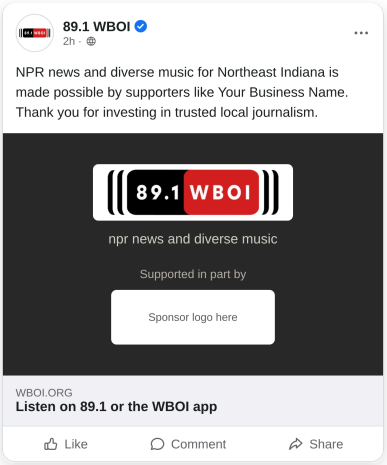
PLATFORMS	LEAD TIME	GUIDELINES
Facebook, Instagram, LinkedIn	**7 business days**	**FCC noncommercial · see p.5**

See a sample placement from each channel on the following page.

SOCIAL MEDIA

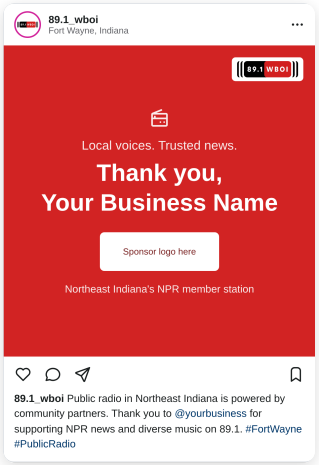
What it looks like.

One representative placement from each channel. Names, handles, and logos shown are placeholders for where your organization would appear.



Facebook feed post

A named, standalone post recognizing your organization on WBOI's Facebook feed.



Instagram feed post

The Instagram counterpart, recognizing your organization to our Instagram following.



LinkedIn feed post

A professional-audience counterpart, reaching decision-makers and community partners.

These are WBOI-produced posts shared to our own Facebook, Instagram, and LinkedIn following as underwriting recognition — not ad campaigns purchased through Meta or LinkedIn. Story, Reel, carousel, and event formats are also available; ask your account rep for current samples and reach.

CUSTOM & EVENTS

Put your name at the center of community moments.

For partners looking beyond standard rotations, WBOI offers dedicated day underwriting, signature events, and year-round recognition built around your goals.

Day underwriting

Your organization recognized as the underwriter of the broadcast day, across every daypart.

Live and Local at The Landing

Season-long underwriting of WBOI's live local music series.

Community engagement event underwriting

Tailored underwriting of WBOI-hosted or co-hosted community events. Contact our underwriting team to discuss.

Honor Roll Business Support

Year-round recognition as a WBOI Honor Roll business supporter.

GET STARTED

Let's build your underwriting flight.

What happens next

1. We build a flight across the platforms that fit your goals and budget.
2. We write FCC-compliant underwriting copy together.
3. We set a start date and confirm your flight on the rate card.

Underwriting Contact

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WBOI

Thank you.

Every underwriter helps keep noncommercial, listener-supported journalism and music on the air across Northeast Indiana. We'd be glad to build your flight with you.

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