

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

# 87%

## 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

- 168% more likely to have contacted a politician
- 169% more likely to have served on a committee for a local organization
- 51% more likely to have volunteered for a charitable organization

## CONSCIENTIOUS

- 36% more likely to purchase natural food
- 255% more likely to participate in environmental groups or causes
- 170% more likely to give to arts, culture or environmental organizations

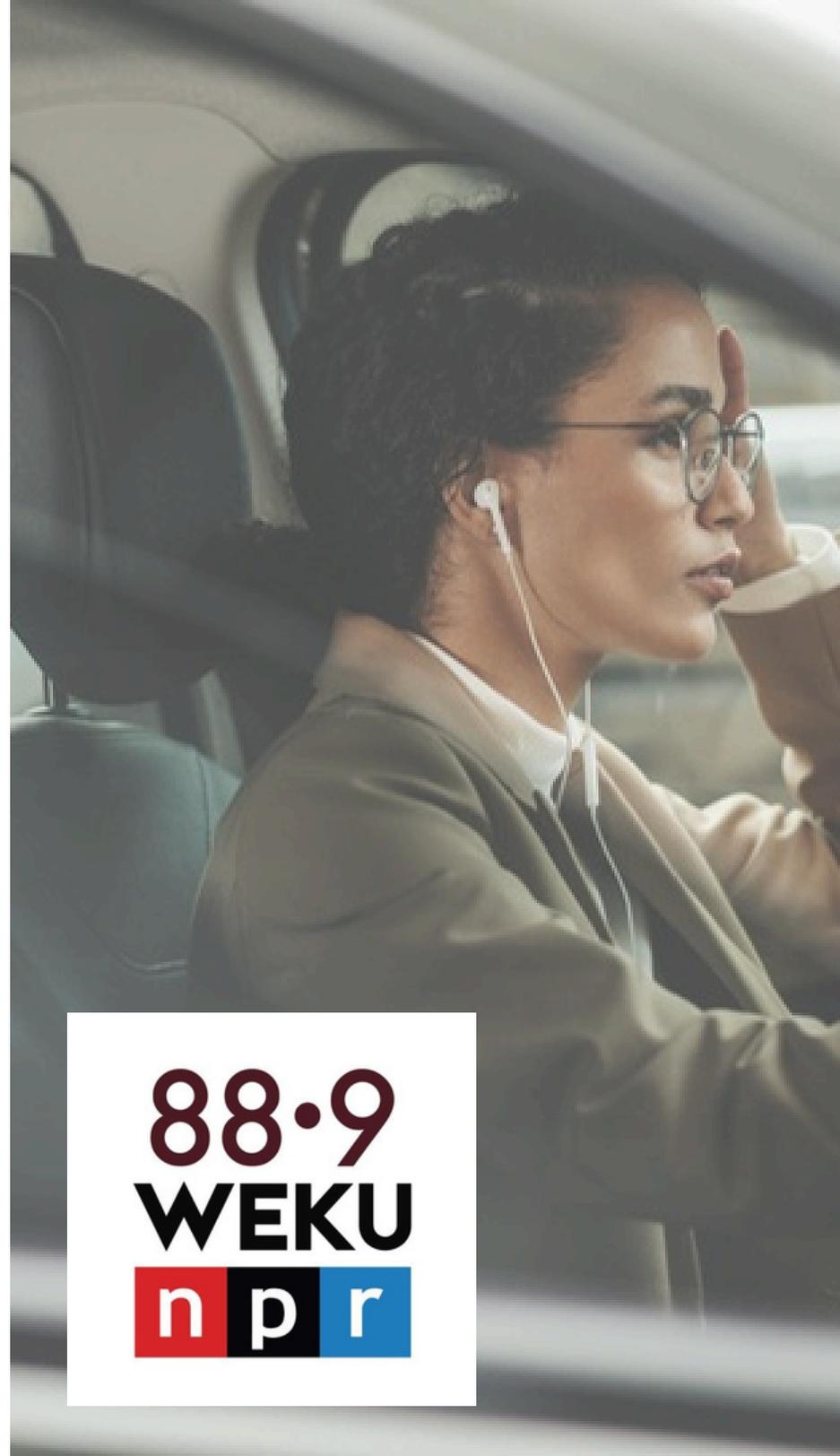
## THOUGHT LEADERS

- 71% 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

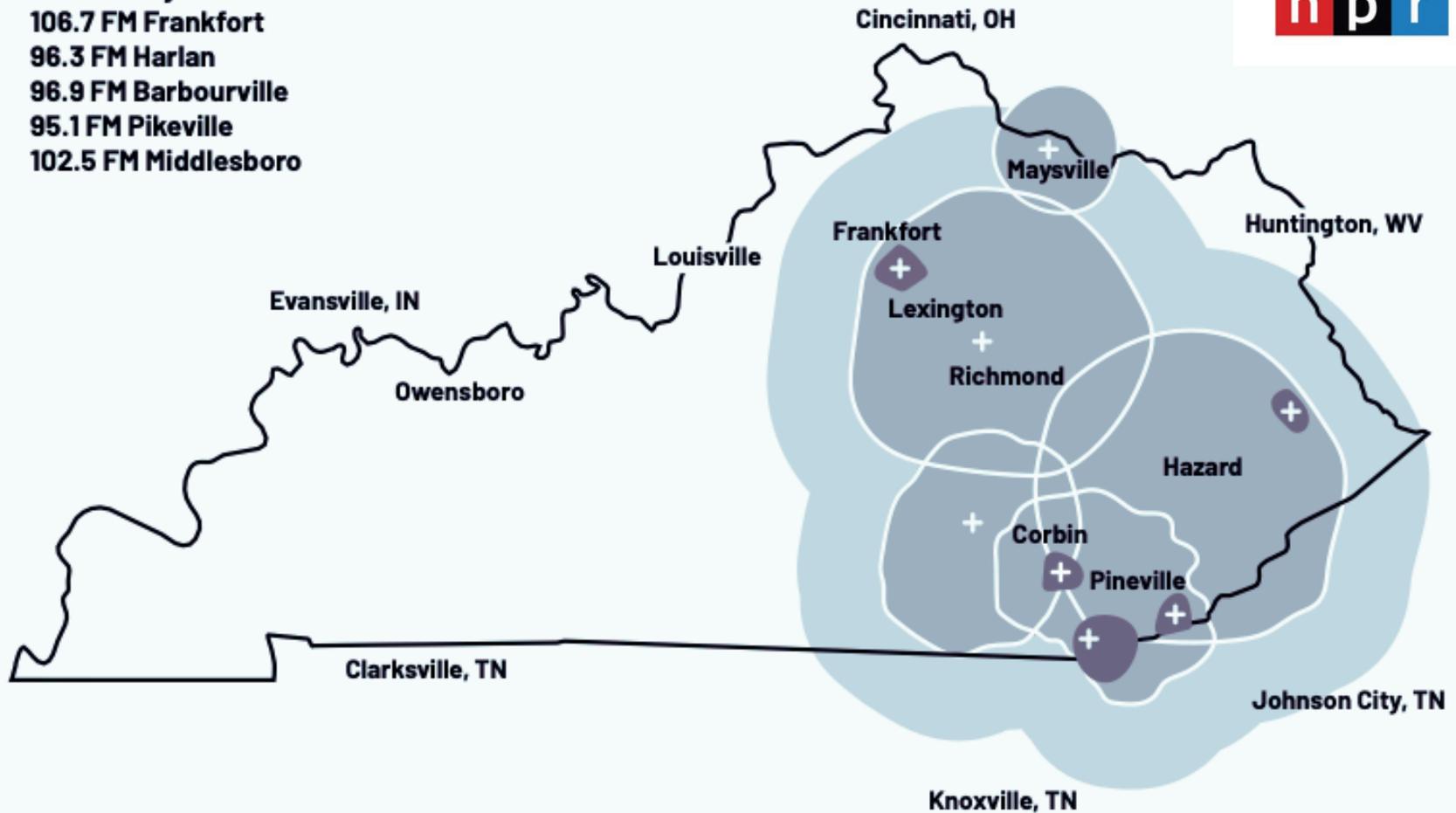
- 83% more likely to have attended an art gallery or show in the past year
- 90% more likely to have visited a museum in past month
- 61% more likely to read books 2+ times a week

MRI-Simmons Fall 2023 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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