CONNECT WITH THE PEOPLE WHO SHAPE NORTHERN ILLINOIS AND SOUTHERN WISCONSIN
More than just radio…
It’s NPR.

Through 89.5 WNIJ News and 90.5 Classical WNIU, Northern Public Radio empowers nearly 100,000 weekly lifelong learners and influential leaders with information and inspiration from iconic public broadcasting and local programs. As a trusted and noncommercial source for news, arts, culture and education, Northern Public Radio enriches the relationships in the community, locally and beyond geographic boundaries.
AUDIENCE MATTERS

Connecting to the right audience builds the right clientele

- **Educated** — They prioritize education and lifelong learning
- **Influential** — They drive trends through word of mouth and influence corporate and social networks
- **Cultural** — Passionate about the arts, they relish music, theater and museums
- **Community Minded** — They participate in initiatives in their communities
Northern Public Radio is licensed to Northern Illinois University and broadcasts from its studios in DeKalb. With four repeater stations, listeners tune in over a vast area, from Janesville to Streator, Freeport to St. Charles and Lake Geneva to Princeton.
SPONSORSHIP GENERATES RESULTS

Your support builds a connection with audiences, instilling a Halo Effect that predisposes their desire to do business with you. NPR stations, and their listeners, have a trusted, proven relationship, which delivers time and again for sponsors.

PUBLIC RADIO LISTENERS

- **71%** hold a more positive opinion of a company that supports public radio
- **70%** prefer to purchase products and services from public radio sponsors
- **75%** have taken action because of a sponsorship announcement

*Source: NPR Sponsorship Survey, Lightspeed Research, 2017*
MESSAGES STAND OUT

Less Really Is More

In the clutter-free environment of public broadcasting, there is virtually no tune-out. Elegant and concise 15-second messages promote your company. Listeners pay attention throughout short sponsorship breaks.

PER HOUR, PUBLIC MEDIA VERSUS COMMERCIAL MEDIA

<table>
<thead>
<tr>
<th>Public Media</th>
<th>Commercial Media</th>
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<td>2 minutes</td>
<td>15 minutes</td>
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minutes of local sponsor messages on WNIJ/WNIU  
minutes of advertising on commercial broadcasting
CONTENT MATTERS

NPR’s national and international news team produces the nation’s No. 1 Morning Drive and Afternoon Drive radio programs – Morning Edition and All Things Considered — while WNIJ’s own reporters cover local and regional issues with the same thoughtful perspective. With thoughtful coverage of a broad range of issues — politics, education, health care, the environment, business, arts, literature — WNIJ listeners learn something new every day.

WNIJ offers a forum for great storytelling and stimulating ideas that make listeners think, reason and laugh, with programs like TED Radio Hour, Fresh Air, This American Life and Wait Wait … Don’t Tell Me!

Popular programs also explore a variety of music styles and genres on programs like American Routes, World Café and Sessions from Studio A, which originates from WNIJ’s own studio. And on the weekend, WNIJ is THE place for Blues music.
NEWS 89.5 AUDIENCE SNAPSHOT

Educated

- 69% have a college degree or beyond, compared to 31% of the US population
- 203% more likely to have a postgraduate degree

Affluent

- 65% more likely to earn more than $150,000 in household income
- 78% are homeowners

Influential

- 110% more likely to be top management
- 71% more likely to be a business owner or partner

Culturally Passionate

- 52% more likely to attend a musical performance in the past year
- 80% more likely to attend live theater in the past year

Community Minded

- 71% more likely to contribute $500+ to charitable organizations
- 195% more likely to contribute to an arts/cultural organization (donate time or money)

Green Friendly

- 290% more likely to participate in eco-friendly activities in the past year
- 68% are willing to pay more for environmentally safe products and services

Source: MRI-Simmons Doublebase 2019, Base: Total US Adults
On WNIU, listeners find classical music to enjoy all day, every day. Expert classical music hosts curate a diverse range of familiar classics and rare treasures, performed by the world’s finest musicians.

Special programs include Sunday Baroque, Exploring Music and Baroque, The Metropolitan Opera, as well as performances of the Chicago Symphony Orchestra, the New York Philharmonic and other world-class orchestras from around the United States.

Encore! highlights regional performances from local symphonies, choirs, chamber musicians and other classical music performers.
CLASSICAL 90.5 AUDIENCE SNAPSHOT

Educated
203% more likely to hold a post-graduate degree

Influential
71% more likely to work as top management

Affluent
32% more likely to earn a household income of $100,000+

Cultural
324% more likely to attend a symphony concert or opera

Community Minded
81% more likely to donate to a social services organization

Source: MRI-Simmons Doublebase 2019, Base: Total US Adults
Studies continually show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

While traditional broadcast channels attract the majority of eyes and ears, messages that span multiple media channels make for a more effective campaign.

Northern Public Radio digital platforms place your message in the context of a safe, credible, uncluttered environment, elevating your brand. Your organization’s presence signals support for a trusted source of balanced journalism, cultural entertainment, civil conversation and music discovery.

- **Audio Streaming** — :15 audio messages at the gateway to the stream
- **Website** — Banner display and Rich Media ads
- **Apps** — Display ads and :15 audio messages at the gateway to the stream
- **Newsletter** — Display ads in e-newsletter
- **Locally-Produced Podcast Sponsorships:**
  - Teacher’s Lounge
  - Session from Studio A
  - Drinkin’ with Lincoln
  - State of the Artist
  - Sound of Science
Your Northern Public Radio representative will work with you to customize a sponsorship campaign to best fit your needs and your budget.

Contact us today to begin building a relationship with Northern Public Radio listeners.

Janet Fischer  Bill Braksick
JanetFischer@niu.edu  wbraksick@niu.edu
708-287-7171  815-508-4161
northernpublicradio.org