



**YOUR
ORGANIZATION
HAS A STORY TO
TELL...**

**LET WAER HELP
YOU SHARE IT.**

WAER88.3

S Syracuse University
Newhouse School of
Public Communications



OUR MISSION: TO ENLIGHTEN, ENGAGE, AND ENTERTAIN

WAER Public Media is a commercial free, listener supported, public media organization licensed to Syracuse University, and is part of the S.I. Newhouse School of Public Communications. Founded in 1947, WAER serves the greater Syracuse area with NPR and local news, eclectic music and Syracuse University sports broadcasts.

WAER is with you whenever you want us, wherever you want us. You can access our content on 88.3 FM and HD, HD2, WAER.org and via our mobile app for iPhone and Android operating systems.

CONNECT

with more than 130,000+
monthly listeners

- ▶ WAER reaches the Central New York region, including Onondaga, Madison, and Oswego counties.
- ▶ 80% of listeners consider WAER personal to them, many contributing to the station as Listening Members.
- ▶ Listener demographics: 54 % Men | 46% Women.
- ▶ Two thirds of WAER's audience is between the ages of 35-64.
- ▶ Listeners spend 5.6 hours listening each week.
- ▶ 87% of NPR news listeners have taken action specifically because of a sponsorship announcement.*
- ▶ 74% of listeners hold a more positive opinion of companies that support NPR.*

*Source: Kantar, NPR State of Sponsorship Survey, March 2022.

*WAER listener engagement extends to sponsors – 72% of listeners prefer to buy products from companies that support NPR Stations.**



SPONSORSHIP OPPORTUNITIES

- ▶ **X: 25 seconds in length**
- ▶ **Voiced by in-house station talent, at no cost to client**
- ▶ **Written in a calm and objective style that listeners expect and appreciate**
- ▶ **WAER's clutter-free environment allows your message to stand out.**

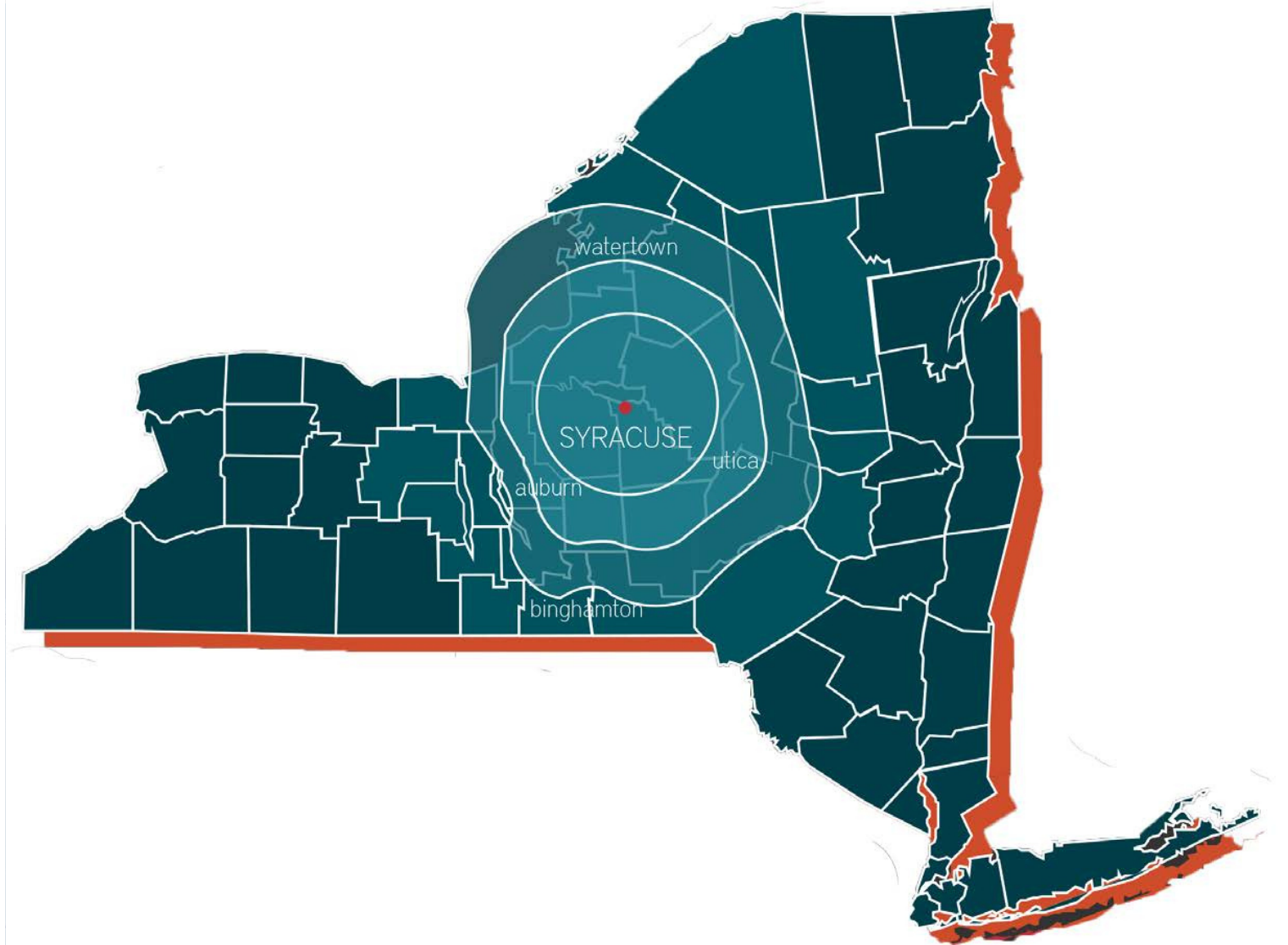
On average, WAER airs just 4 minutes of underwriting per hour on WAER.

VS.

Commercial stations advertising segments can be as long as 15+ minutes.

Listener Reach

WAER reaches the region's most affluent, well-educated and influential consumers in an uncluttered format that only public radio can deliver.



WAER accompanies news and culture seekers throughout the day at their convenience with a click, voice command, download or dial turn.



BROADCAST

29,000+
WEEKLY
CUMULATIVE
LISTENERS



DIGITAL

25,000+
WEEKLY PAGE
VIEWS AT
WAER.ORG



STREAMING

48,000+
AVERAGE
MONTHLY
STREAMING
IMPRESSIONS



Connect your brand with a uniquely engaged audience.