

# WRVO

PUBLIC MEDIA

# 89.9 FM



## Network

NPR News for Central New York

7060 State Route 104  
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# NPR News for Central New York

Since 1969 WRVO has served the Central and Upstate New York region with local, national, and international news.

WRVO consistently ranks among the top ten stations in weekly cumulative listeners in the Syracuse market. WRVO often ranks among the top five in key dayparts like weekday morning and afternoon drive, and on weekend mornings.

Reach our community of loyal news and talk show listeners through a source they trust and tune into daily. WRVO is a cost-effective way to reach a large geographical area of like-minded individuals predominantly 35 years or older.



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# NPR Listener Profile

**41%**

Ages 25-54



**51%**

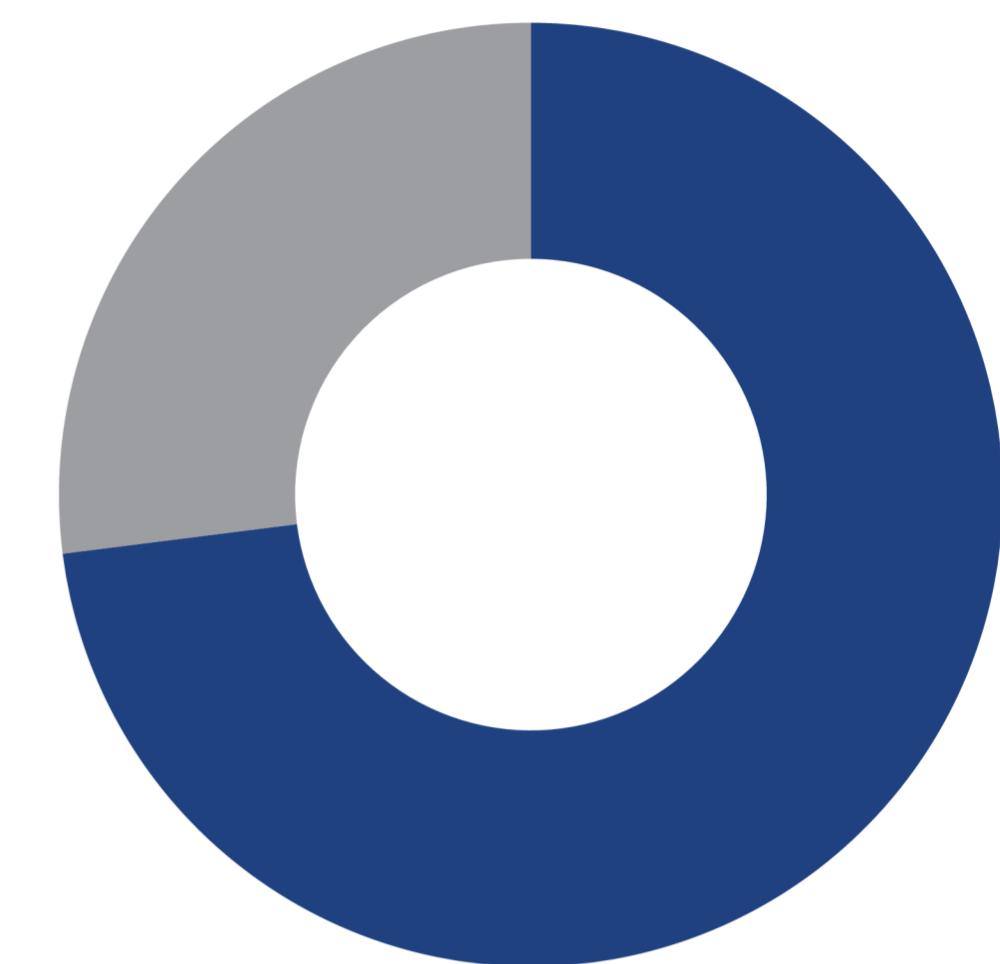
Men

**49%**

Women

**71%**

College Graduate  
With Bachelor Degree or higher



## Decision Makers

More than twice as likely as the average American to be in a manager/professional role

## Affluent

\$114,900 median household income

## Health Conscious

68% participate in a regular fitness program

Total U.S. Population  NPR Listener Profile

100%

80%

60%

40%

20%

0%

### GENERAL

Volunteered for a charitable organization within the past 12 months



### WELL-TRAVELED

Any trip within the continental US within the past 12 months



### POLITICALLY ENGAGED

Voted in federal, state or local election within the past 12 months



### ENVIRONMENTALLY CONSCIOUS

Thinks helping to preserve nature and the environment is very important

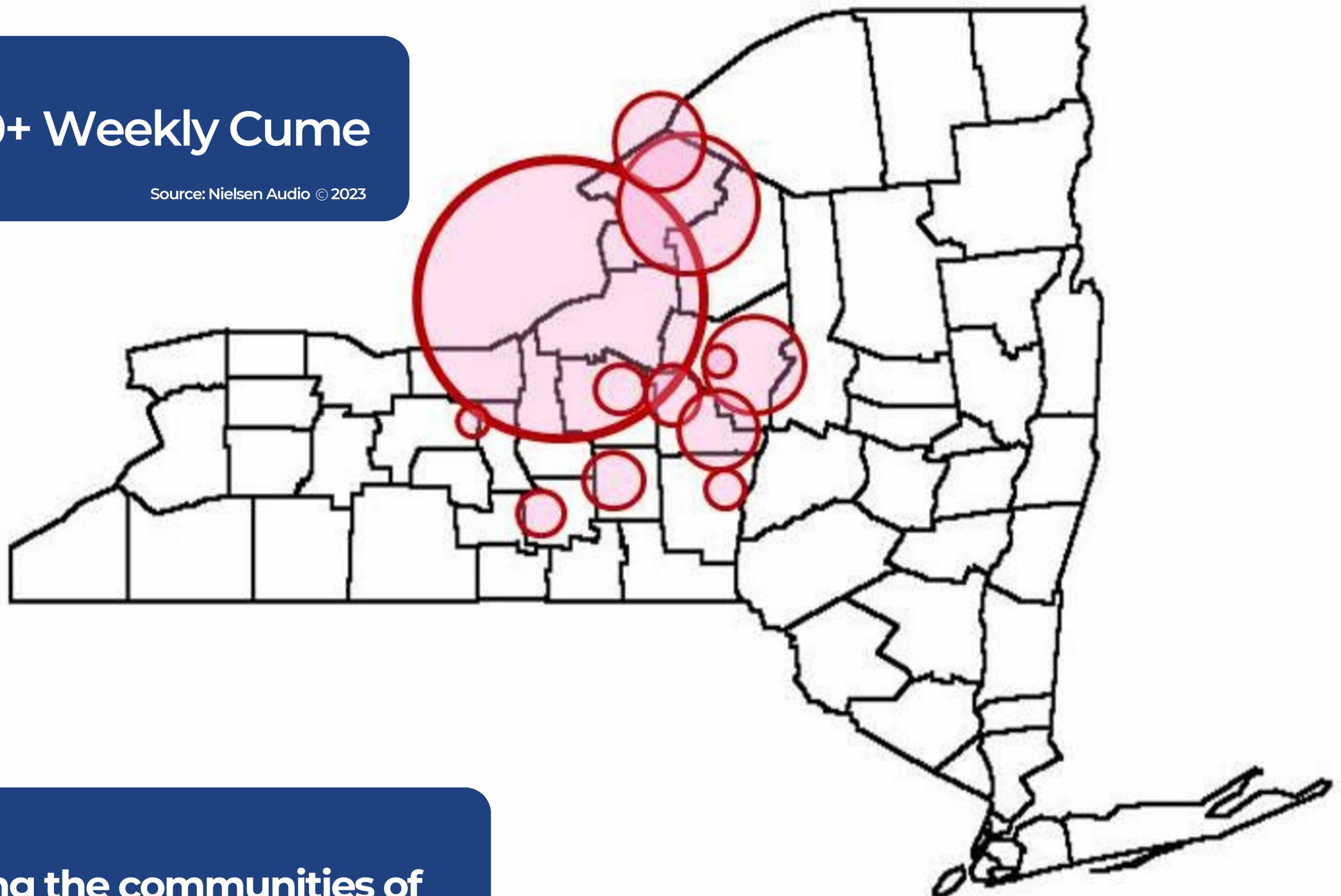


# WRVO Reach

WRVO is heard on 13 FM radio broadcasts serving more than 15 counties in upstate New York; on three live internet web streams available worldwide; and on smart speakers, our mobile app, and at [wrvo.org](http://wrvo.org).

**61,000+ Weekly Cume**

Source: Nielsen Audio © 2023



**Serving the communities of  
Syracuse, Utica, Watertown,  
Ithaca, Cortland, Oswego,  
Geneva and more.**

**WRVO-FM 89.9 Oswego  
WRVD-FM 90.3 Syracuse  
WRVN-FM 91.9 Utica  
WRVJ-FM 91.7 Watertown  
WRVH-FM 89.3 Clayton  
WMVQ-FM 90.5 Fenner  
WSUC-FM 90.5 Cortland  
WRCU-FM 90.1 Hamilton  
Ithaca at 88.9-FM and 104.5-FM  
Geneva at 90.7-FM  
Rome at 92.3-FM  
Norwich at 89.9-FM**

# Growing Digital Audience



Digital Streaming

**105,000+ Impressions Per Month**

**Average listening time approximately 45-minutes**



[wrvo.org](http://wrvo.org)

**110,000+ Pageviews Per Month**



Weekly Newsletter

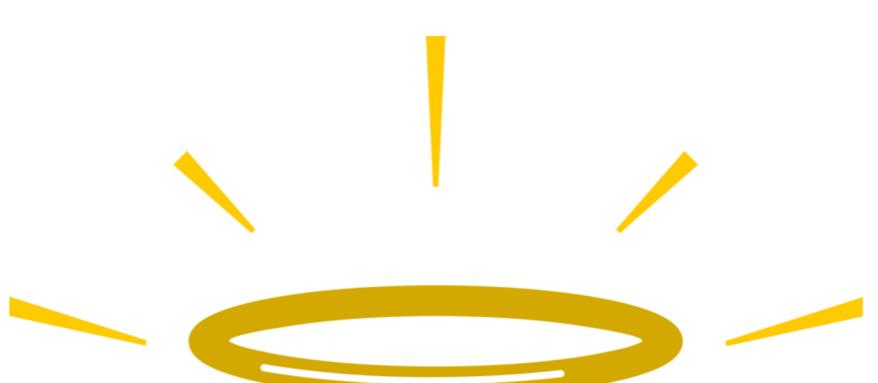
**3,000+ Monthly Subscribers**

**40% Open Rate**



Mobile App

**2,000+ Monthly Users**



# WRVO Sponsorship Benefit

WRVO is a trusted source of local and national news, and that integrity extends to our sponsorship messaging. We understand the importance of delivering your message clearly and effectively, without resorting to the lengthy and annoying forms of traditional radio advertising. Our sponsorship messages are 15-seconds and are typically limited to two consecutive announcements. WRVO listeners appreciate this non-intrusive approach to advertising, allowing it to deliver the impact it deserves.

**72%**

**68%**

**62%**



Hold a more positive opinion of sponsors that support NPR



Prefer to buy products or services from NPR sponsors



Agree NPR is selective about companies that sponsor its programming

# Ways to Engage

## Traditional 15-second On-Air Announcement

Our most popular option, these 15-second on-air program sponsorship messages are heard across the entire 13-station WRVO broadcast network, and on the WRVO-1 digital stream. WRVO programs reach more than 60,000 unique radio listeners every week, with more than 110,000 impressions every month via our online stream. WRVO can create a customized on-air schedule to help your announcements get the maximum reach for your budget.

SOURCE: Nielsen Audio © 2023

### Digital Ad

A digital display of your logo and message on our home page at [wrvo.org](http://wrvo.org). Rotating ads are 300x250 pixels, displayed one at a time. More than 60,000 users visit the [wrvo.org](http://wrvo.org) home page every month.

### Digital Pre-Roll Streaming Announcement

Your announcement (up to 15-seconds) plays when the WRVO-1 stream is launched at [wrvo.org](http://wrvo.org), via digital apps, or on smart speakers. Delivers more than 100,000 impressions over three months.

SOURCE: Triton Digital © 2023

### Email Newsletters

Your ad is displayed on WRVO's weekly news update sent directly to over 3,000 subscribers with an average open rate of 40%. Take our subscribers to your site with one click.

### Podcast Sponsorship

Take your 15-second on-air sponsorship to the next level by adding a series of podcasts! WRVO will help you record your podcasts, post them on a unique page at [wrvo.org](http://wrvo.org), and promote your podcast series. Contact us to learn more about how a podcast sponsorship can benefit your business or organization.

# Thank You

Contact:

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