

YOUR ORGANIZATION HAS A STORY TO TELL.

*LET WAER SYRACUSE PUBLIC
MEDIA HELP YOU SHARE IT.*

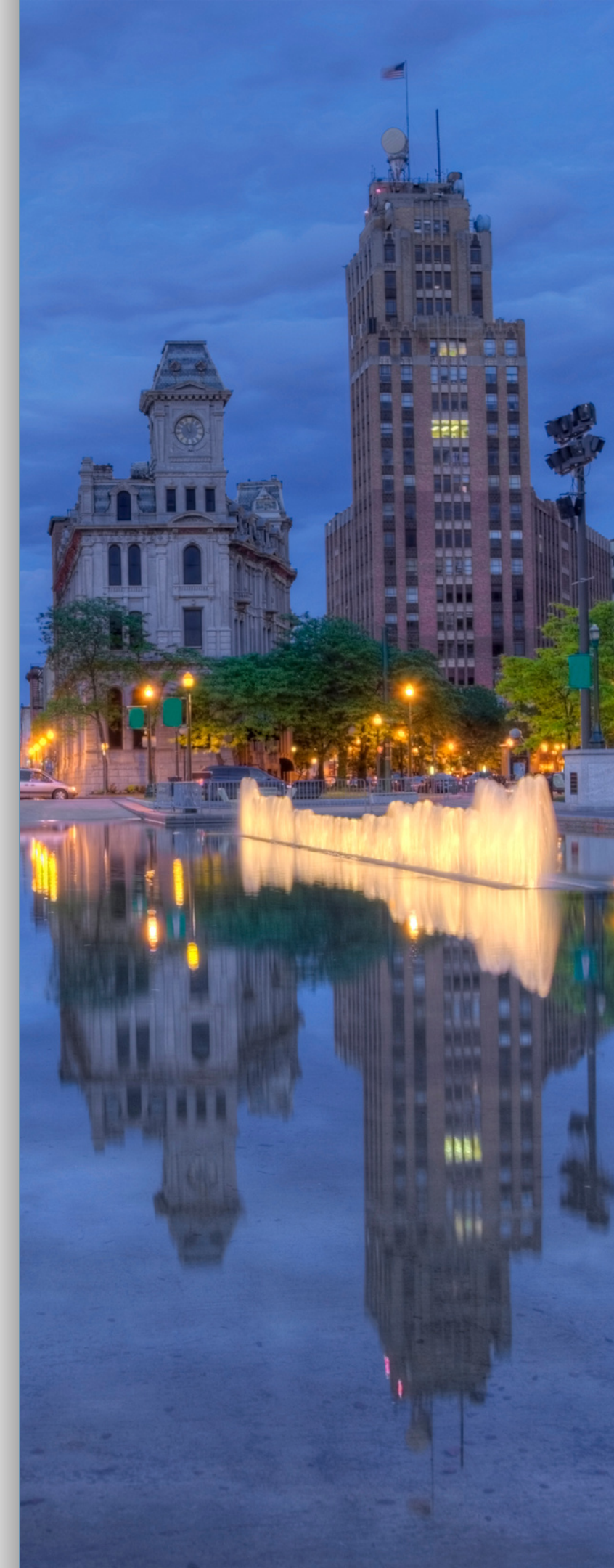


OUR MISSION: TO ENLIGHTEN, ENTERTAIN, AND ENGAGE

WAER Syracuse Public Media is your trusted source for news, music, sports, and more; proudly serving Central New York since 1947. A commercial-free, listener-supported public media organization, WAER is licensed to Syracuse University and operates as part of the S.I. Newhouse School of Public Communications.

From award-winning NPR programming and in-depth local journalism to genre-bending music and acclaimed sports coverage, WAER is with you wherever you go and whenever you need us.

WAER Syracuse Public Media has also been the training ground for some of the most recognizable voices in broadcasting, including NPR News anchor Lakshmi Singh, CBS News Justice correspondent Scott MacFarlane, Nightline anchor Ted Koppel, and ESPN legends like Bob Costas, Mike Tirico, Beth Mowins, Sean McDonough, Ian Eagle, Anish Shroff and many others.

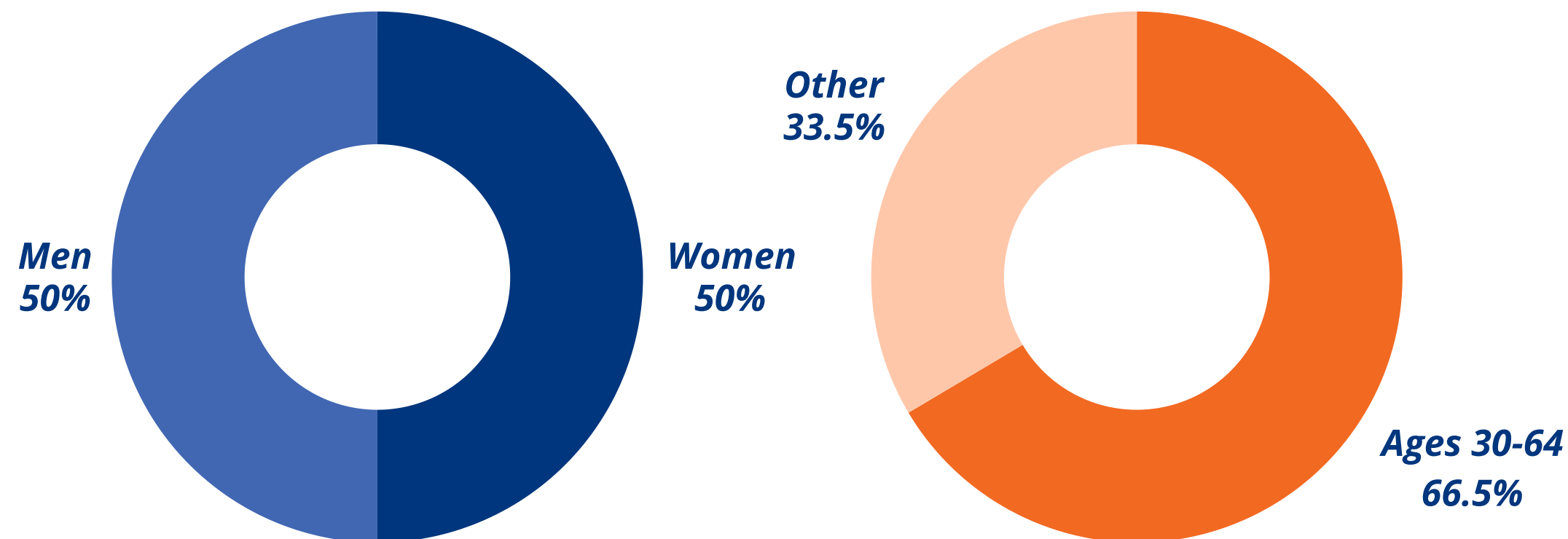


CONNECT WITH MORE THAN 130,000+

monthly users*

WAER Syracuse Public Media reaches the Central New York region, including Onondaga, Madison, and Oswego counties.

LISTENER DEMOGRAPHICS:



*On average, listeners spend 6.5 hours listening each week!**

86% of broadcast listeners have taken action because of a sponsorship announcement they heard on NPR.**

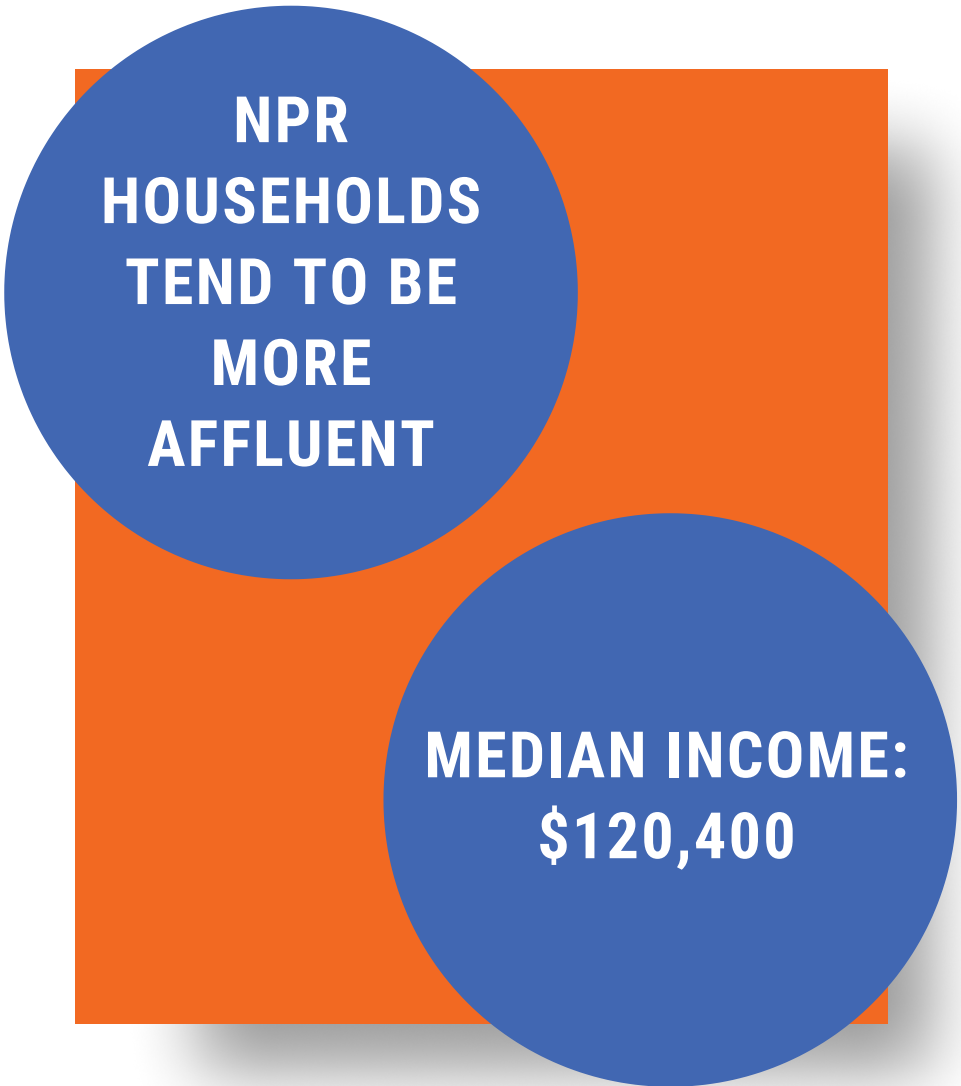
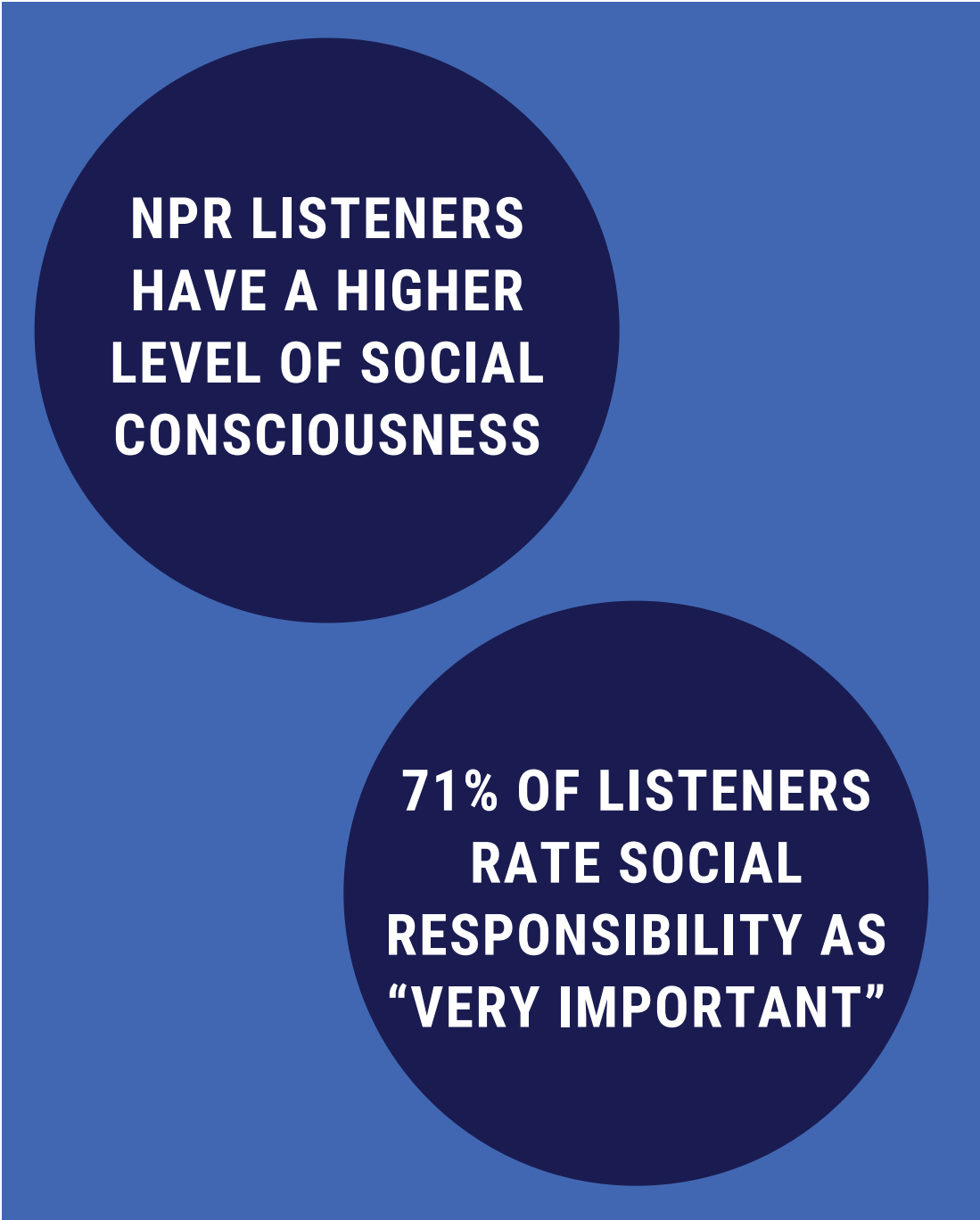
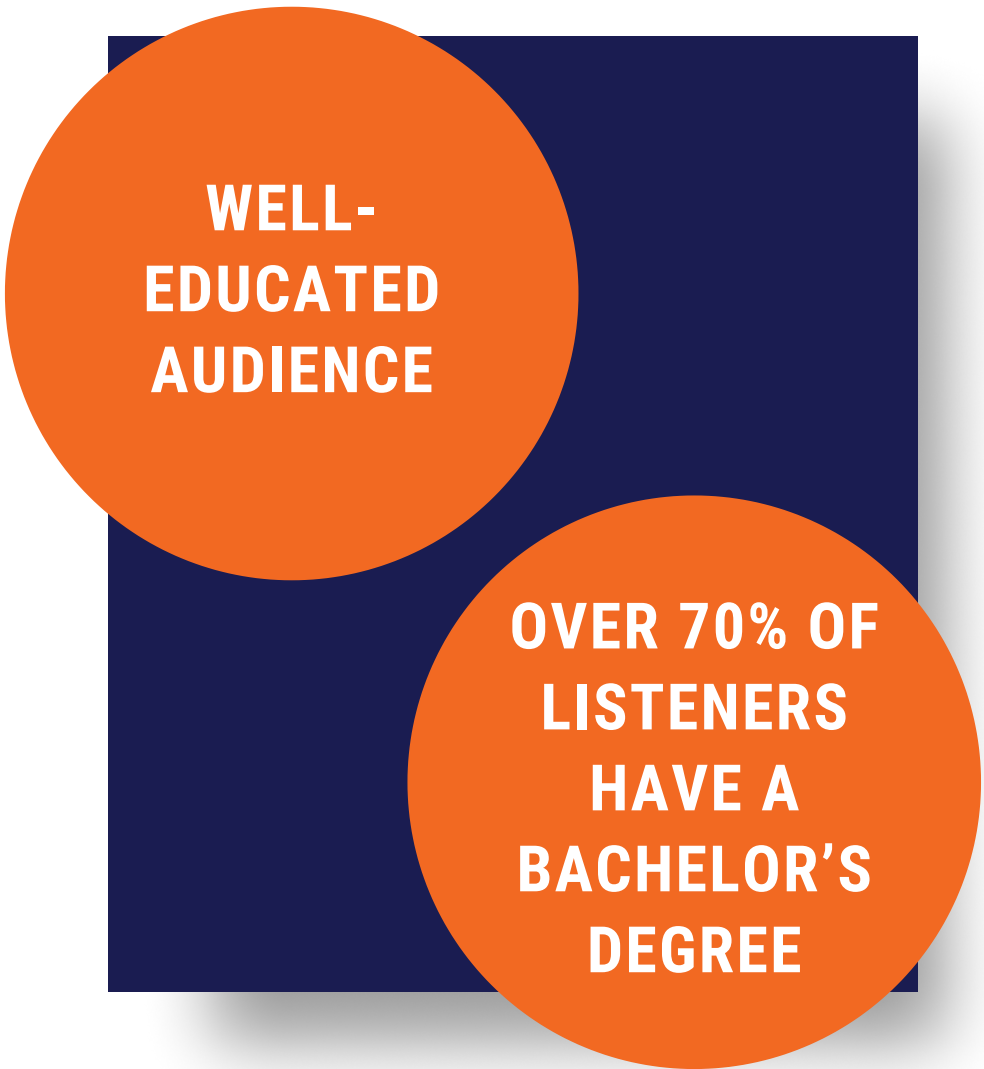
74% of listeners hold a more positive opinion of companies that support NPR.**

Source: * RRC Nielsen, Syracuse - Metro March '24 **Kantar/Lightspeed Research, NPR State of Sponsorship Survey, June 2024.

LISTENER DEMOGRAPHICS:

Source: Kantar/Lightspeed Research, NPR State of Sponsorship Survey, June 2024.

78% of listeners consider public radio personally important to them.



SPONSORSHIP OPPORTUNITIES

Messages are:

You won't be on air with your competition - WAER applies a 30-minute separation between businesses within the same sector

Written and delivered in a calm and objective style that listeners expect and appreciate

25 seconds in length

Voiced by in-house station talent, at no cost to client



On average, WAER Syracuse Public Media airs just 4 minutes of messaging per hour **vs** commercial stations' advertising segments that can be as long as 30+ minutes per hour.

DIGITAL
web tiles (300x250 px)

20,000+
avg. weekly web views

BROADCAST

24,000+
avg. weekly users*

STREAMING

9,100+
avg. weekly listeners**

SOCIALS

1.6K+
Instagram
followers

2.8K+
Facebook
followers

Source: **NPR Station Analytics, *RRC Nielsen, Syracuse - Metro March '24



HALO EFFECT

74%

of listeners hold a more positive opinion of sponsors that support public media.**

73%

of listeners prefer to buy products or services from WAER/NPR sponsors.**

Source: **Kantar/Lightspeed Research, NPR State of Sponsorship Survey, June 2024.



Listeners **connect** with public radio sponsors.

IN THEIR OWN WORDS...

Testimonials from WAER Syracuse Public Media business supporters on the public radio experience

"As a long time WAER listener, I felt it was important to have my local business support my local public radio station. Plus, I felt that WAER listeners were a natural fit for our marketing efforts. At Vince's, our customers feel like family. We feel the same about partnering with WAER. Now, we're a part of the NPR family." - Sam Mondello, Owner of Vince's Gourmet Imports

"We're proud to support WAER because for both Bousquet Holstein and WAER, giving back to the community is an integral part of who we are." - Larry Bousquet and David Holstein, managing attorneys at Bousquet Holstein

"I feel that WAER's audience is the perfect fit for us. They're intelligent and loyal, exactly the kind of people we look to reach. When people call us, they make a point to tell us they heard about California Closets on WAER." - Joy Rafferty, Owner of California Closets of Syracuse

CONTACT US

We can't wait to add you to the WAER family!

Join the many other businesses and organizations that are reaping the benefits from their WAER marketing plans.

WAER connects with its audience whether they are at home, at work, online, via mobile, or around the world. Business support of the station's award-winning programming ensures WAER's ability to deliver its valuable services to its loyal audience. Becoming a WAER Business Sponsor is a great way to reach a qualified group of loyal listeners.



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