UNCOMMON SPONSORSHIP
2024 media kit
WERS is New England’s longest running public media music environment. We’re a beloved member supported station with a dedicated and exceptional audience invested in our brand.

Sponsorship on 88.9 not only supports our local music mission, it’s a signal to our listeners that your brand is invested and embedded in our community.
Broadcast from Emerson College, ‘ERS is an incubating audio environment for the next generation of media professionals. WERS cultivates on-air talent, develops programming acumen, and actively immerses student leaders in the business of creative enterprises.
Monthly OMNI channel engagements connect WERS with an audience of over 846K+.

Sources: Nielsen Audio PPM, BOSTON; April 23; Metro; M-Su 5A-5A; P 6+; Google Analytics, July 2022-July 2023; Triton Metrics Jan 22-July 23; Constant Contact July 22; Facebook, Instagram, Twitter, LinkedIn 13 month 22-23; Apple Downloads
A BRIDGE BUILDING AUDIENCE

Source: Nielsen Scarborough Boston DMA R2 2023: Mar22-Apr23

A loyal monthly listening base of ~370K+ that trust the sponsors that support their beloved station

**DEMO**

- **2%** 18-24
- **11%** 25-34
- **33%** 35-44
- **29%** 45-54
- **25%** 55+

**HH INCOME**

- **65%** have an income of $100K+

**EDUCATION**

- **68%** have a college degree or higher

**45%** FEMALE

**55%** MALE
88.9 captivates Greater Boston’s influencers.

WERS Listeners are:

• 45% more likely to lead companies & organizations
• 122% more likely to teach, provide legal representation, or work in arts or media
• 20% more likely to practice medicine

...than the average adult 18+ in the Boston Market.

Source: Nielsen Scarborough R2 2023: Aug22-Oct23
Boston is deeply rooted in public media culture. We listen early, often and digest it all. It’s a proud tradition, and it offers a unique set of benefits to the partners that support listening appetites. This HALO EFFECT translates into positive sentiment for local, regional and global brands and organizations that support public media programming.

66% of public media listeners prefer to do business with companies that support public radio.

75% of public radio listeners hold a higher opinion of companies that sponsor public radio.

86% of public radio listeners take action in response to messaging heard on public radio.

In the spring of 2020, listeners tuned in to 88.9 FM for an uninterrupted music discovery experience. The station featured 55 minutes of music per hour, with 43 minutes of music per hour (on average). Only 5 minutes were dedicated to messaging minutes per hour. The remaining 17 minutes per hour were allocated to commercial advertising.

Brands stand out in 88.9’s clean, clutter-free messaging environment.

**WERS**

4:20 sponsor spots per hour

**WXKS**

28:30 or :60 ads per hour

Frozen II 2019 Vid
Santander
DeMoulas Market Basket
WomenHeart
Eversource
SBLI Savings Bank
Mutual Life Insurance Company MA
Boston Laser
Mike Bloomberg
Vanda Pharmaceuticals
Motion Sickness Study
Oral-B
Ideal Image
The Weeknd

**Source:** WERS M-F 6a-10p schedule

**Source:** Media Monitors 2/25/20 9a WXKS :30 & :60 spots, :15 excluded | Colors=Stop Sets
WERS PROGRAMMING | A DELIGHTFUL CELEBRATION OF MUSIC & MUSIC MAKERS

MUSIC DISCOVERY PROGRAMMING
HONING IN ON LOCAL, INDIE, ALTERNATIVE & ICONS
Mon-Fri 6a-10p, Sat-Sun 12p-10p

MORNINGS WITH GEORGE KNIGHT
MORNING DRIVE HOSTED BY ONE OF BOSTON’S BIGGEST MUSIC FANS
Mon-Fri 6a-10a

AFTERNOONS WITH PHIL JONES
MUSIC DISCOVERY AFTERNOON
Mon-Fri 2p-6p

THE SECRET SPOT
VINTAGE SOUL, R&B, AND SLOW JAMS
Mon-Sun 10p-2a

THE COFFEE HOUSE
AN ACOUSTIC SHOWCASE OF SONGWRITERS FROM BOSTON AND AROUND THE WORLD FROM JONI MITCHELL TO PHOEBE BRIDGERS
Sat 6a-8a

STANDING ROOM ONLY
BOSTON’S LONGEST RUNNING BROADWAY, THEATRE, & PERFORMING ARTS SERIES
Sat 8a-12p, Sun 10a-12p

CHAGIGAH
CONTEMPORARY + TRADITIONAL JEWISH & KLEZMER MUSIC SERIES
Sun 7a-10a
WERS FEATURES | DEEPLY ALIGN YOUR BRAND WITH OUR PROGRAMMING

ALL NEW FROM 8-9
INTRODUCING BRAND NEW MUSIC
Mon-Sun 8-9p

GEORGE KNIGHT COLLEGE OF MUSICAL KNOWLEDGE
QUICK QUIRKY POP UP QUESTIONS ABOUT MUSICIANS AND MUSIC
Mon-Fri 6a-10a

THROWBACK THURSDAY
A SALUTE TO ICONIC MUSICIANSHIP
Th 5p

TOAST FROM OUR HOST
OLD SCHOOL RADIO SHOUT OUTS
SUBMITTED BY LISTENERS FOR SPECIAL OCCASIONS
Fri 12:30

THE SALT LICK SESSIONS
LIVE PERFORMANCES, CANDID INTERVIEWS AND DJ TAKEOVERS FEATURING THE ARTISTS AUDIENCES NEED TO KNOW NOW
Th 9p-10p

GEORGE’S UKE BOX
LISTENERS GUESS SONGS PLAYED BY GEORGE ON HIS UKULELE
Weekday Mornings 8a variable

NEW AT NOON
ENJOY YOUR LUNCH WITH A BRAND-NEW TRACK FROM NEW AND ICONIC ARTISTS.
M-F Noon

WICKED LOCAL WEDNESDAY
LOCAL ARTISTS LIVE IN STUDIO
Wed 9p

UNCOMMON SPECIALTY PROGRAMMING
PLANFUL POP UP FUN ON AIR DESIGNED TO ELICIT DELIGHT FOR LISTENERS
Quarterly

BOSTON’S UNCOMMON RADIO
LISTEN ON-AIR, STREAMING & SMARTSPEAKER
wers.org
ERS+ is a deep dive into R&B and Hip Hop that includes the legendary voices of soul alongside new and pioneering mc’s. Funky fresh beats combine with thought provoking lyrics that pierce through the issues that impact cities across our nation. Featuring established acts and indie artists on the rise, every day all day ERS+ threads together the most powerful and outspoken members of the urban music community, presenting a Black Experience that’s as danceable as it is insightful.

Powered by 88.9 FM, ERS+ is a whole unique vibe that hits different.
WERS | PARTNERSHIP ACTIVATIONS

**ON-AIR:** (IN-HOUSE MESSAGING PRODUCTION INCLUDED IN ALL PROPOSALS)
- SPOTS
- FEATURES

**DIGITAL:**
- [WERS.org](http://wers.org) Banner Tiles
- SMART SPEAKER
- PRE-ROLL
- MEMBER NEWSLETTER
- SPONSOR FEATURED NEWSLETTER

**EVENTS:**
- ONLINE ACTIVATIONS THROUGHOUT THE YEAR
<table>
<thead>
<tr>
<th>Partner Level</th>
<th>Benefits Duration</th>
<th>On Air</th>
<th>Digital</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIAMOND PARTNER BENEFITS</strong> (Jan–Dec 2024)</td>
<td></td>
<td>• 30 :20 Brand Messages per week</td>
<td>• 15k pre-roll acknowledgements</td>
<td>• Acknowledgements on stage and signage at WERS Tentpole events</td>
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<tr>
<td></td>
<td></td>
<td>• 50 :10 sponsored promos per week</td>
<td>• Linked Logo in WERS Newsletter for all 75th related messaging</td>
<td>• Kickoff Sleater/Kinney</td>
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<td></td>
<td></td>
<td></td>
<td>• Logo placement on all social posts related to 75th</td>
<td>• 617Day 2024 City Hall Plaza</td>
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<td></td>
<td></td>
<td>• 75th Birthday Bash</td>
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<td></td>
<td></td>
<td></td>
<td>• Partnership mentions press</td>
</tr>
<tr>
<td><strong>TOTAL IMPRESSIONS:</strong></td>
<td>5 Million</td>
<td><strong>TOTAL VALUE:</strong> $90,000</td>
<td><strong>Seeking:</strong> $30,000.00</td>
<td></td>
</tr>
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| **PLATINUM PARTNER BENEFITS** (Jan–Dec 2024) | | • 15 :20 Brand Messages per week | • 10k pre-roll acknowledgements | • Acknowledgements on stage and signage at WERS Tentpole events |
| | | • 20 :10 sponsored promos per week | • Linked Logo WERS Newsletter for one 75th related message per month | • 617Day 2024 City Hall Plaza |
| | | | • Logo placement on 5 social posts per month related to 75th | • 75th Birthday Bash |
| | | | | • Partnership mentions press |
| **TOTAL IMPRESSIONS:** | 2 Million | **TOTAL VALUE:** $45,000 | **Seeking:** $15,500.00 |

| **GOLD PARTNER BENEFITS** (Jan–Dec 2024) | | • 15 :10 sponsored promos per week | • 10k pre-roll acknowledgements | • Acknowledgements on stage and signage at WERS Tentpole events |
| | | | • Linked Logo WERS Newsletter for one 75th related message per month | • 617Day 2024 City Hall Plaza |
| | | | | • 75th Birthday Bash |
| | | | | • Partnership mentions press |
| **TOTAL IMPRESSIONS:** | 1 Million | **TOTAL VALUE:** $15,000 | **Seeking:** $7,500.00 |

**BOSTON’S UNCOMMON RADIO**

LISTEN ON-AIR, STREAMING & SMARTSPEAKER

wers.org
Email Activations: 19.7K list | 38% Open Rate | $150 value per tile | $750 per sponsored content | Wed & Sat

**INTERNATIONAL WOMEN'S DAY**

All Female Playlists on 88.9

**Wednesday, March 8th, 2023**

Today is International Women's Day!

Join WERS today for International Women’s Day, when our playlist will be entirely female. Women solo artists, and women-fronted bands will lead every single song on 88.9, from our Morning Show to The Secret Spot. You'll hear a lot of new artists, iconic trailblazers, and some surprises! We'll do the same thing this weekend, March 11th and 13th!

Check out our blog for some of our favorite articles and interviews with women musicians over the last five years!

**WHAT'S COMING UP ON 88.9**

**WICKED LOCAL WEDNESDAY, Tonight at 9PM**

Appreciate the talent in our community. Tune in tonight for a performance from Little Pass, performing at BOSTON Calling this Fall.

**THROWSBACK THURSDAY, Thursdays at 9PM**

The Oscars are this Sunday! Phil Jones plays some of the coziest selections from movies you've seen, some you haven't.

**TOAST FROM YOUR HOST, Friday at 8:15PM**

Each Friday, 2021 recognizes birthdays, anniversaries, weddings, graduations, and small victories in her weekly toast. To have your special day included, fill out our form on wers.org/toast.

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**UNCOMMON SPONSORSHIP**, **REACH LOCAL & BEYOND**

Small-scale, independent local businesses and experiences are the lifeblood of our community. Whether your jam is foodie-focused, lifestyle-oriented, or an experience that shouldn’t be missed, local brands and organizations resonate with our listeners. Reach out to our WERS Sponsorship Team to learn more about amping up your brand in 2023. Click here to get started!

**THE MUSIC MAN**

*Voices of Hope*

Running April 22nd and 23rd at North Shore Music Theatre in Beverly, MA.

Tickets for The Music Man support Mass General Cancer Center—and are available now at the link below!

GET TICKETS

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**Walden Local Meats**

Beyond every grass-fed or pasture-raised cut from Walden, is a network of local farmers, butchers and growers based right here in the northeast. These local partnerships are dedicated to humane, sustainable, and healthy food practices, and deliver directly to your doorstep! You can learn more about share options and monthly specials by clicking the button below.

LEARN MORE

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**WHAT'S NEW ON 88.9**

**Paramore - Running Out Of Time**

**Halsey - Without Me**

**Carter - Red Creator**

**Inother - Livin' Will Get You There**

**Portugal, The Man - Cyberspace**

**Wet Leg - Angela**

**Garlicine R. - Stone Nickels - Oil**

**Youth Lagoon - Erie Men**

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**75 Years**

**BOSTON'S UNCOMMON RADIO**

LISTEN ON-AIR, STREAMING & SMARTSPEAKER

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<td>BOSTON’S GO TO LOCAL CONCERT &amp; PERFORMANCE CALENDAR</td>
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<td>• Up to 12 rotating tiles</td>
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**WERS | DIGITAL ACTIVATIONS**

- **.ORG TILES**
  - SOV 20K impressions per month
  - Up to 12 rotating tiles
  - $500 value per month
  - UTM and trackable links

- **PRE-ROLL & SMART SPEAKER**
  - SOV 20K impressions per month
  - $1000 value per month
  - Geo targeting option

- **WERS CONCERT CALENDAR**
  - BOSTON’S GO TO LOCAL CONCERT & PERFORMANCE CALENDAR

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**BOSTON’S UNCOMMON RADIO**

LISTEN ON-AIR, STREAMING & SMARTEAKER

wers.org
BOSTON'S UNCOMMON SPONSORSHIP

75 YEARS

75 YEARS OF MUSIC DISCOVERY

Contact:
Ali Dorman Fernandez
Partnership Lead | Corporate Support & Underwriting
ali_dorman_fernandez@emerson.edu
617.824.3993 | wers.org