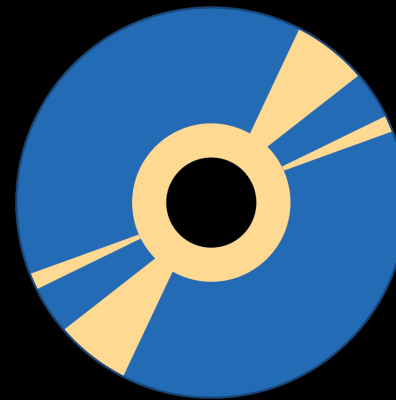


wers 88.9^{fm}
wers.org

75 YEARS OF MUSIC DISCOVERY



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.

Student Run | Professionally Managed

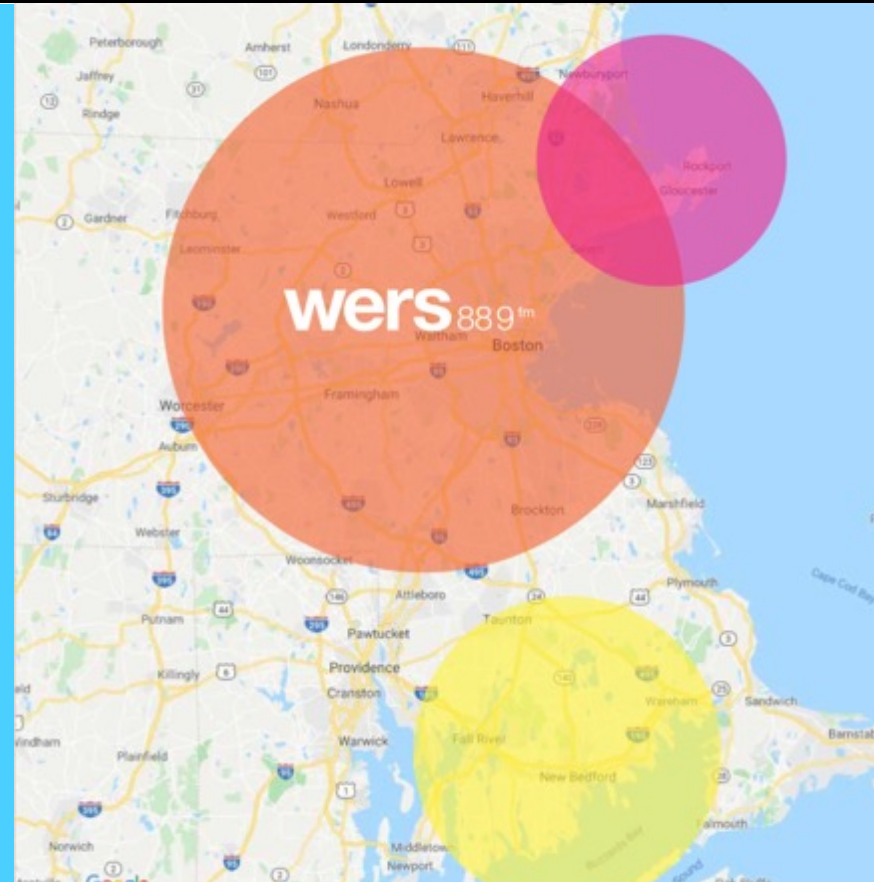


Broadcast from Emerson College, 'ERS is an incubating audio environment for the next generation of media professionals. WERS cultivates on-air talent, develops programming acumen, and actively immerses student leaders in the business of creative enterprises.

WERS OMNI CHANNEL FOOTPRINT

Monthly OMNI channel
engagements connect **WERS**
with an audience of over

846K+   



75
YEARS

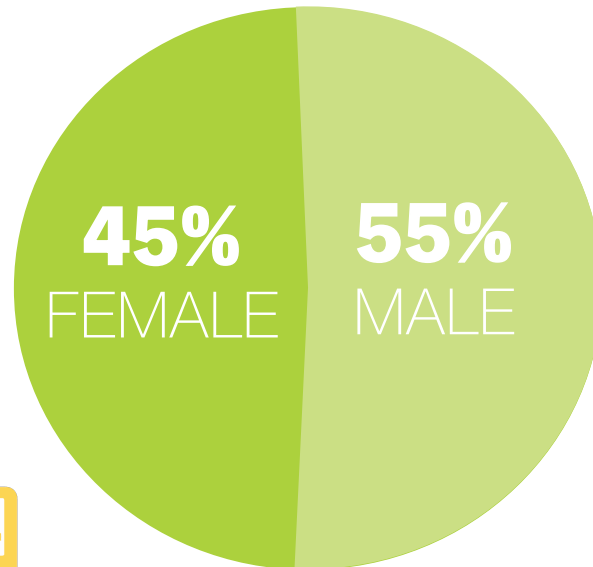
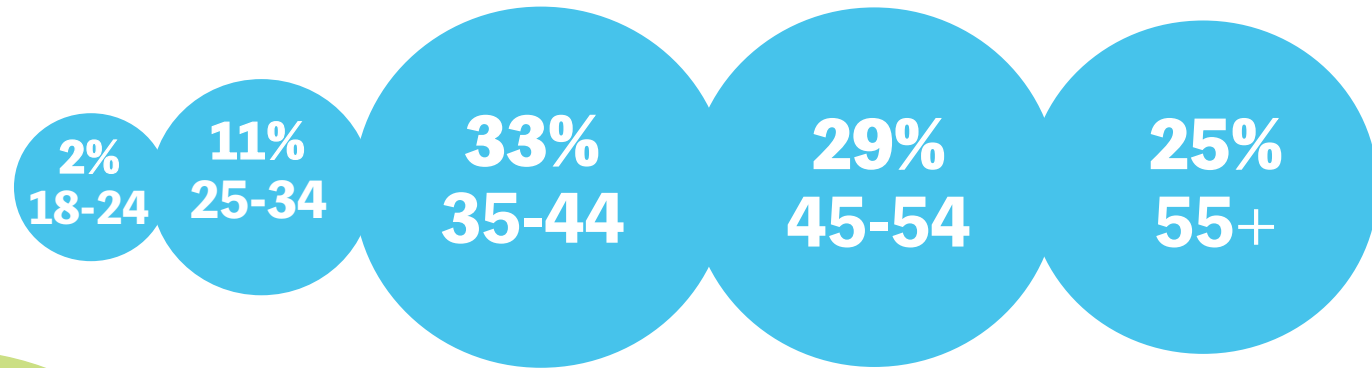


Sources: Nielsen Audio PPM, BOSTON; April 23; Metro; M-Su 5A-5A; P 6+; Google Analytics, July 2022-July 2023; Triton Metrics Jan 22-July 23; Constant Contact July 22; Facebook, Instagram, Twitter, LinkedIn 13 month 22-23, Apple Downloads

A BRIDGE BUILDING AUDIENCE

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

DEMO



HH INCOME

65%

HAVE AN INCOME OF

\$100K+



EDUCATION

68%

HAVE A COLLEGE
DEGREE OR
HIGHER



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

INFLUENTIAL MUSIC ENTHUSIASTS

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



Public Media's Halo Effect: **POSITIVE BRAND SENTIMENT**

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.

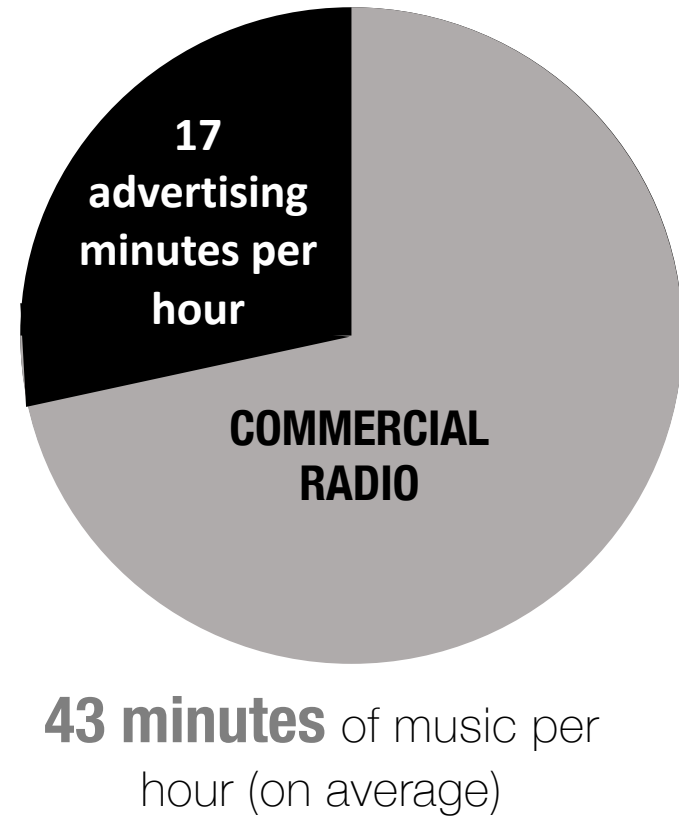
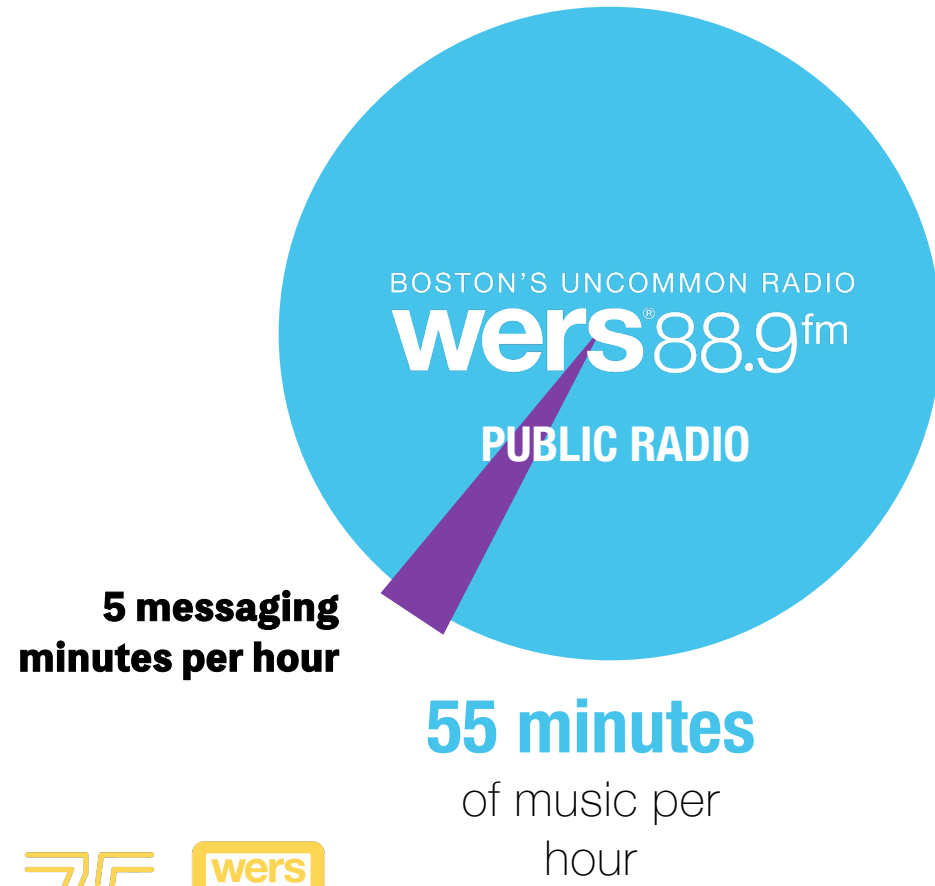
86% of public radio listeners take action in response to messaging heard on public radio.

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.



PRISTINE AUDIO ENVIRONMENT

Listeners tune in to 88.9 for an uninterrupted music discovery experience.



Source: Inside Radio April 2020.

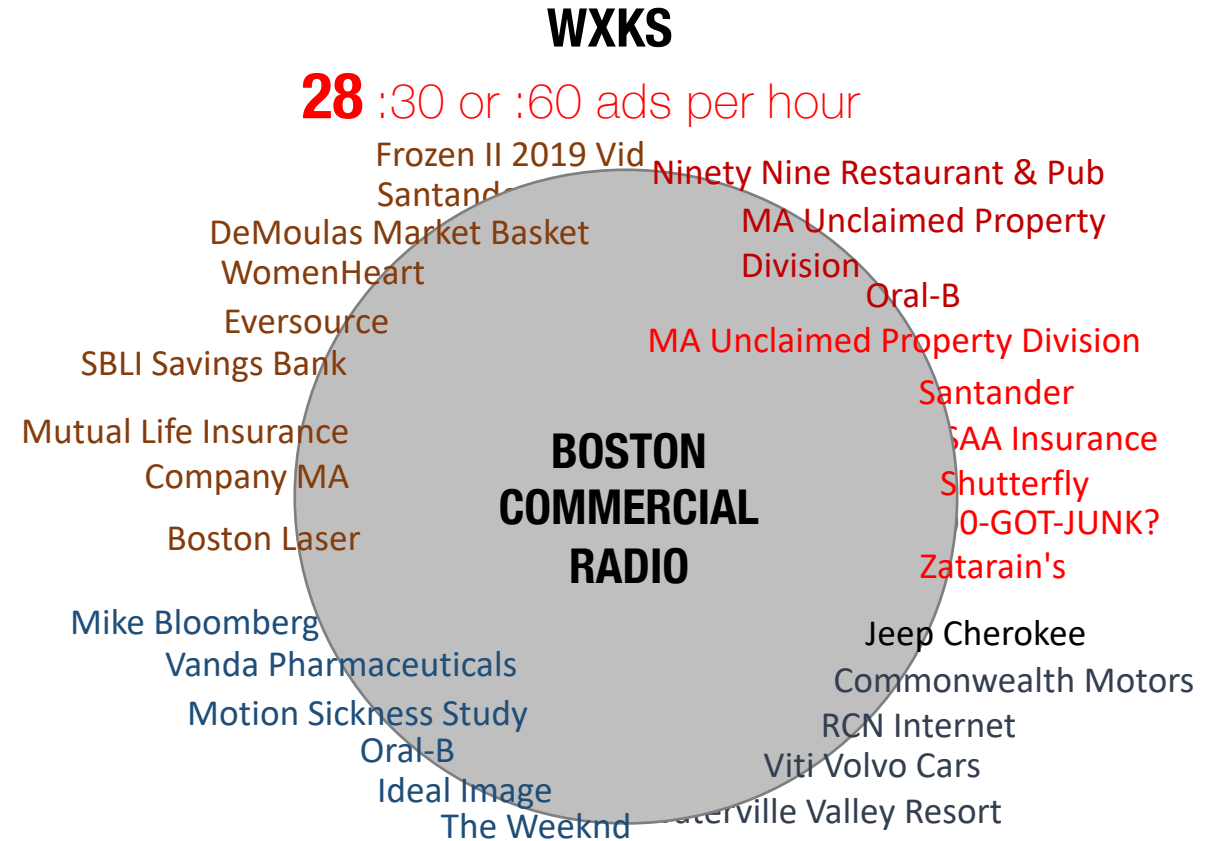


PRISTINE AUDIO ENVIRONMENT

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



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

FAMILY FRIENDLY WEEKENDS

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
OCCASSIONS
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

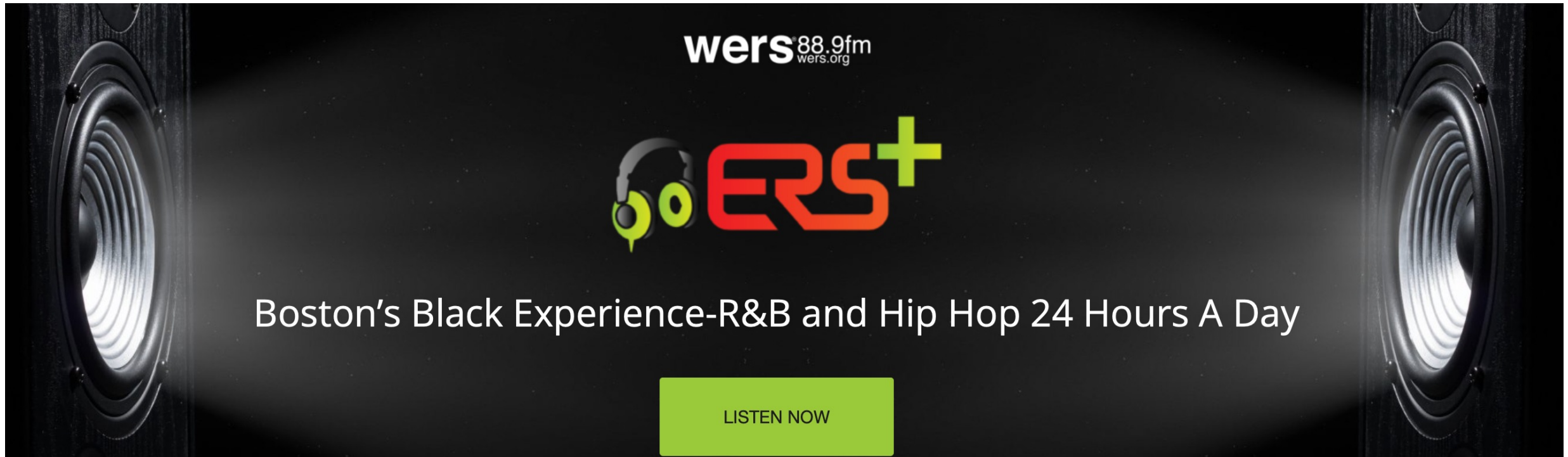
LOCAL ARTISTS LIVE IN STUDIO
Wed 9p

UNCOMMON SPECIALTY PROGRAMMING

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



ERS+ | BOSTON'S BLACK EXPERIENCE FEATURING SMOOTH R&B and HIP-HOP 24 HOURS A DAY



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)

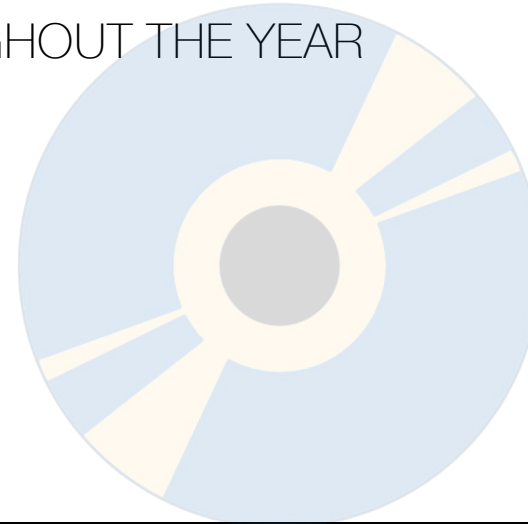
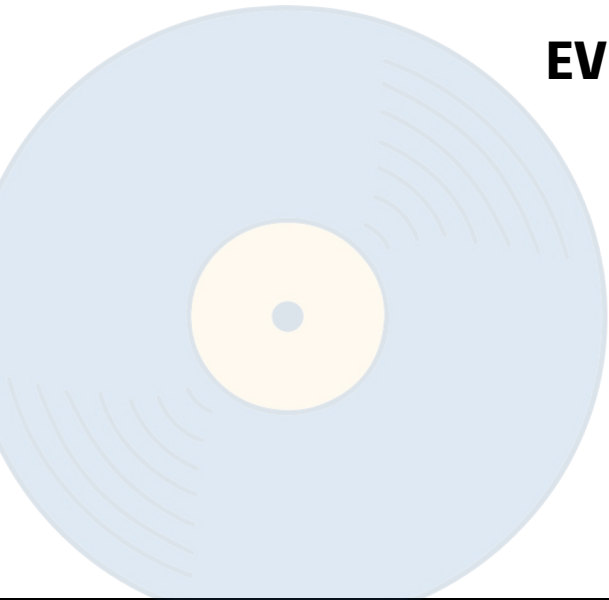
- SPOTS
- FEATURES

DIGITAL:

- WERS.org Banner Tiles
- SMART SPEAKER
- PRE-ROLL
- MEMBER NEWSLETTER
- SPONSOR FEATURED NEWSLETTER

EVENTS:

- ONLINE ACTIVATIONS THROUGHOUT THE YEAR



WERS 75th BIRTHDAY ACTIVATION



UNCOMMON SPONSORSHIP

DIAMOND PARTNER BENEFITS (Jan–Dec 2024)

ON AIR

- 30 :20 Brand Messages per week
- 50 :10 sponsored promos per week

DIGITAL

- 15k pre-roll acknowledgements
- Linked Logo in WERS Newsletter for all 75th related messaging
- Logo placement on all social posts related to 75th

EVENTS

- Acknowledgements on stage and signage at WERS Tentpole events
 - Kickoff Sleater/Kinney
 - 617Day 2024 City Hall Plaza
 - 75th Birthday Bash
 - Partnership mentions press

Total Impressions: 5 Million
Total Value: \$90,000
Seeking: \$30,000.00

PLATINUM PARTNER BENEFITS (Jan–Dec 2024)

ON AIR

- 15 :20 Brand Messages per week
- 20 :10 sponsored promos per week

DIGITAL

- 10k pre-roll acknowledgements
- Linked Logo WERS Newsletter for one 75th related message per month
- Logo placement on 5 social posts per month related to 75th

EVENTS

- Acknowledgements on stage and signage at WERS Tentpole events
 - 617Day 2024 City Hall Plaza
 - 75th Birthday Bash
 - Partnership mentions press

Total Impressions: 2 Million
Total Value: \$45,000
Seeking: \$15,500.00

GOLD PARTNER BENEFITS (Jan–Dec 2024)

ON AIR

- 15 :10 sponsored promos per week

DIGITAL

- 10k pre-roll acknowledgements
- Linked Logo WERS Newsletter for one 75th related message per month

Total Impressions:
1 Million

Total Value: \$15,000
Seeking: \$7,500.00

WERS | PARTNERSHIP ACTIVATIONS | DIGITAL

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

[\[View this email as a webpage.\]](#)



Wednesday, March 8th, 2023



♀ Today is International Women's Day! ♀
(Graphics by Kasvi Bhatia)

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 12th!**

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

[CHECK IT OUT](#)

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 Fuss**, performing at **Boston Calling** this May!

THROWBACK THURSDAY, Thursdays at 5PM
The **Oscars** are this Sunday! **Phil Jones** plays some of the coolest winners of "Best Original Song" this **Thursday!**

TOAST FROM YOUR HOST, Friday at 12:05PM
Each Friday, DJ **Eva** recognizes birthdays, anniversaries, weddings, graduations, and small victories in her weekly toast. To have your special shout-out included, fill out our form at [WERS.org/Toast](https://wers.org/toast).

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!



Voices of Hope

Voices of Hope presents **The Music Man!** It's a heartwarming classic filled with song, dance, laughter, and 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](#)

Walden Local Meats

Walden Local Meats is committed to building a **more sustainable and regenerative food system** by partnering with **local farmers** right here in the **Northeast!**

Behind 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](#)

WHAT'S NEW ON 88.9

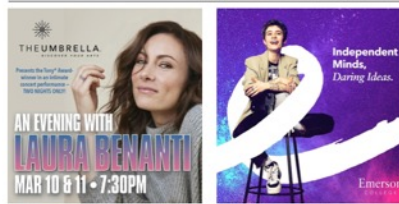
Paramore - Running Out of Time
Noah Kahan - Homesick
Cuco - Best Disaster
Inhaler - Love Will Get You There
Portugal. The Man - Dummy
Wet Leg - Angelica
Bully - Lose You
Gorillaz ft. Stevie Nicks - Oil
Youth Lagoon - Idaho Alien

[LISTEN HERE](#)

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!



Umbrella Arts
Laura Benanti is performing at **The Umbrella** this Friday, **March 10th!**

The Umbrella **expands** its headline concert series to the **best of Broadway** as you've never seen it before! Hailed by The New York Times for her "effortless" vocals, and by the New York Post for her ability to "whip up laughs out of thin air," **Ms. Benanti** has starred in **11 Broadway shows** (including Gypsy, Into the Woods, Nine, She Loves Me, and My Fair Lady).

Learn more by clicking the button below!

[GET TICKETS](#)

Emerson College Marketing Communication

In a world driven by storytelling and molded by media, Emerson College helps **ambitious, independent-minded artists and communicators** become a **creative force** in fields that shape our society, culture and future.

Learn more by clicking the button below!

[LEARN MORE](#)

BOSTON'S UNCOMMON RADIO

LISTEN ON-AIR, STREAMING & SMARTSPEAKER

wers.org



WERS | DIGITAL ACTIVATIONS

.ORG TILES

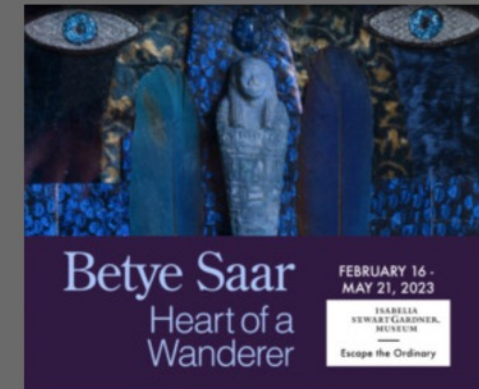
- SOV 20K impressions per month
- Up to 12 rotating tiles
- \$500 value per month
- UTM and trackable links

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



Will It Go Round In Circles
Billy Preston



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