

BOSTON'S UNCOMMON RADIO

wers[®]88.9^{fm}

UNCOMMON SPONSORSHIP

2025 MEDIA KIT



BOSTON'S UNCOMMON PUBLIC MEDIA MUSIC EXPERIENCE



WERS is Boston's beloved member supported public media music station offering a passionate influential audience dedicated to our brand.

Sponsorship on 88.9 not only supports our local music and mentorship mission, it's a signal to our listeners that your brand is invested and embedded in our community.

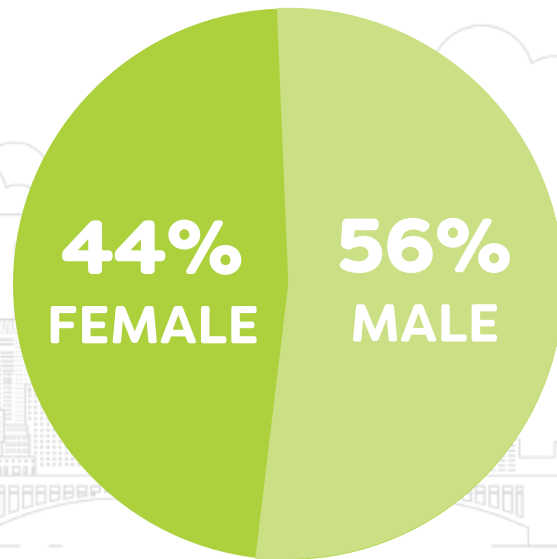
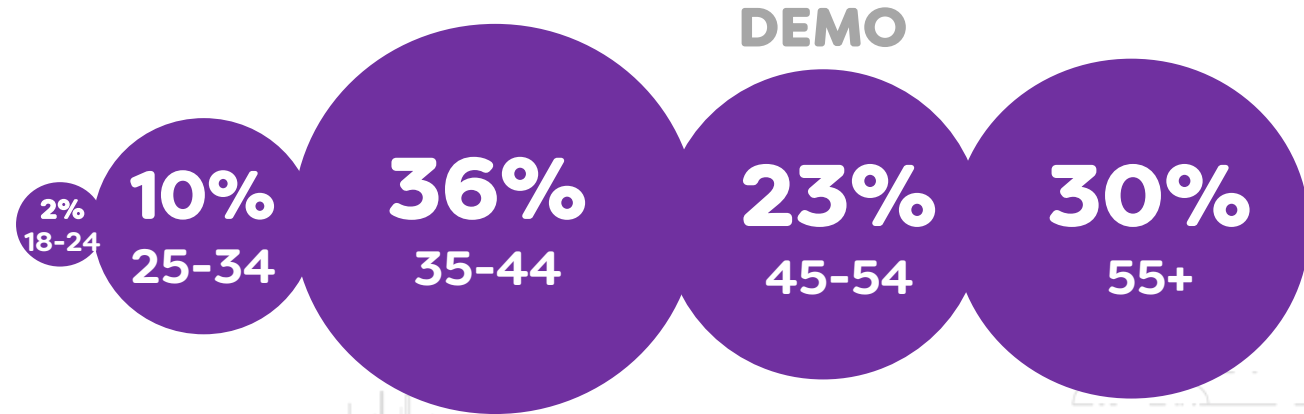
STUDENT RUN | PROFESSIONALLY MANAGED



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

A BRIDGE BUILDING AUDIENCE

A loyal monthly listening base of ~277k+ that trust the sponsors that support their beloved station



HH INCOME

66%

**HAVE AN INCOME OF
\$100K+**

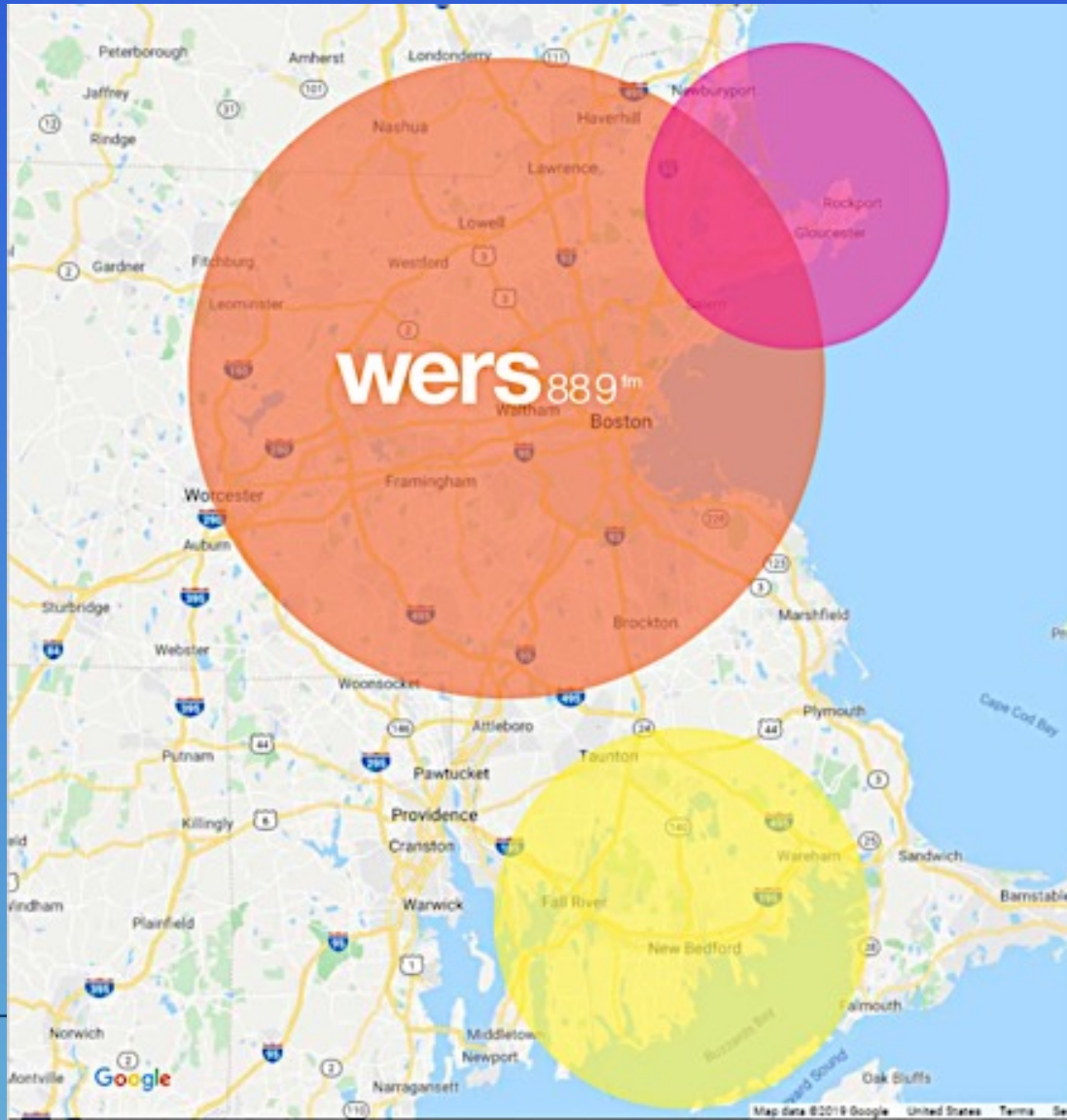


EDUCATION

63%

**HAVE A COLLEGE
DEGREE OR HIGHER**

Source: Nielsen WERS Monthly Cume Nov 24, Nielsen Boston DMA Double base Scarborough R1 2024:
Feb23-Apr24 / Scarborough R1 2023: Mar22-Apr23



FOOTPRINT:

Monthly engagements
connect WERS with an
audience of over
854k+

Sources: Nielsen Audio PPM, BOSTON; Oct 24; Metro, M-Su 5A-5A; P 6+; Google Analytics, Avg Event Count; Triton Metrics Avg Jan 24-Oct 24; Constant Contact Sept 24; Meta, X, LI Oct 24, Apple Downloads, Oct 24

UNCOMMON SPONSORSHIP: audience

AUDIENCE SNAPSHOT

WERS listeners represent the region's active, educated, arts-curious, influentials who value public media and prefer to do business with our sponsors



- **EDUCATED:** 92% more likely to have some post-graduate study
- **PROFESSIONAL:** 56% more likely to work in a professional occupation
- **AFFLUENT:** 63% more likely to earn \$150-249k+ household income and 71% more likely to own a home with a value above \$2M Dollars
- **COMMUNITY CENTRIC:** 27% more likely to volunteer in the past 12 month

*than the average adult aged 18+ in Boston's Designated Market area.

Source: BOSTON (Metro Survey Area) SCARBOROUGH R2 2024: AUG23-AUG24 ADULTS 18+

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UNCOMMON SPONSORSHIP: audience

DEDICATED TO HEALTH, WELLNESS, & COMMUNITY



- **80%** more likely to **practice YOGA***
- **109%** more likely to be a **vegetarian**
- **362%** more likely to **contribute \$35-99\$ in public radio** in past 12 months
- **54%** more likely to **participate in energy-saving programs** through a utility company
- **54%** more likely to **donate money or time to environmental causes**
- **95%** more likely to **contribute to Social welfare organizations**
- **110%** more likely to **attend a book club**
- **57%** more likely to **volunteer in their community**

*more than the average adult aged 18+ in Boston's designated market area

Source: BOSTON (Metro Survey Area) SCARBOROUGH R2 2024: AUG23-AUG24 ADULTS 18+

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UNCOMMON SPONSORSHIP: audience

ARTS AND CULTURE ENTHUSIASTS



- **59%** more likely to **visit an art museum**
- **49%** more likely to **attend a music concert**
- **58%** more likely to **attend the Ballet**
- **94%** more likely to **attend opera**
- **94%** more likely to **visit the Museum of Science**
- **87%** more likely to **attend a night club**
- **40%** more likely to **attend an R&B concert**

*more than the average adult aged 18+ in Boston's designated market area



Source: BOSTON (Metro Survey Area) SCARBOROUGH R2 2024: AUG23-AUG24 ADULTS 18+

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UNCOMMON SPONSORSHIP: audience

PROFESSIONAL LIFESTYLES & LIFELONG LEARNERS



- **94%** more likely to investment in 529 plan/college savings plans
- **188%** more likely to purchase a home in the next year
- **79%** more likely contribute money to arts and cultural orgs
- **49%** more likely to contribute adult continuing education over the next year
- **48%** more likely to participate in an organized road race (5k, marathon, etc.)
- **102%** more likely to rent an AIRBNB on vacation
- **52%** more likely to take a SKI VACATION this year
- **31%** more likely to contribute to an educational org or fund

*more than the average adult aged 18+ in Boston's designated market area



Source: BOSTON (Metro Survey Area) SCARBOROUGH R2 2024: AUG23-AUG24 ADULTS 18+

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Public Media's HALO Effect: POSITIVE BRAND SENTIMENT

68% of public media listeners prefer to do business with companies that support public radio.

72% of public radio listeners hold a positive opinion of companies that sponsor public radio.

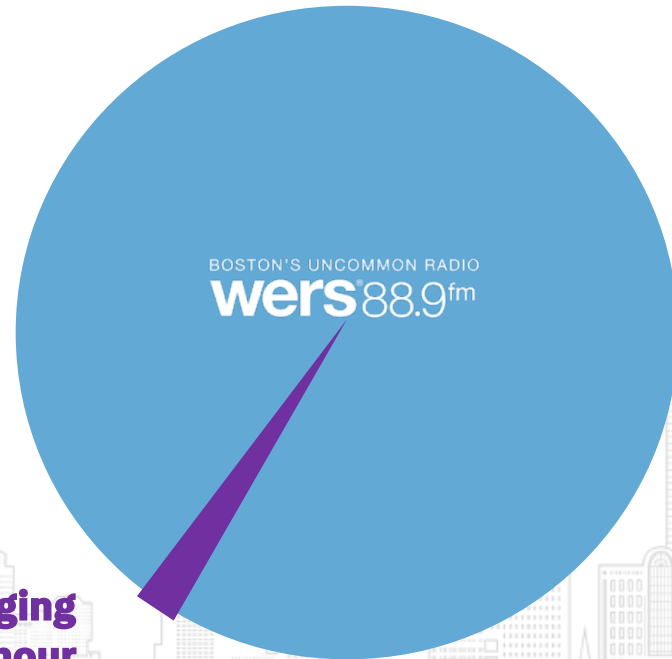
84% of public radio listeners take action in response to messaging heard on public radio.

Source: Kantar, NPR State of Sponsorship Survey, June 2023.

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.

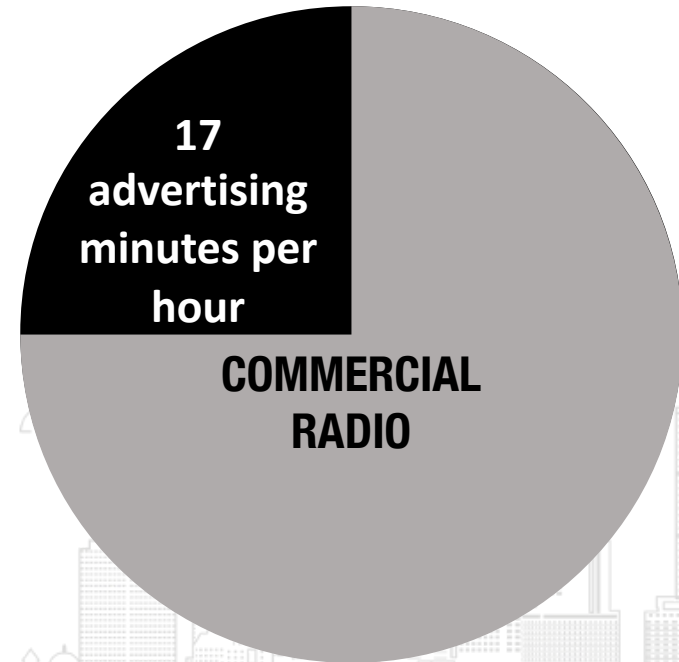
WERS | PRISTINE AUDIO ENVIRONMENT

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



**1.2 messaging
minutes per hour**

55+ minutes of
music per hour



**17
advertising
minutes per
hour**

**COMMERCIAL
RADIO**

43 minutes of music per
hour (on average)

Source: Inside Radio April 2020.

WERS | PRISTINE AUDIO ENVIRONMENT

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

WERS

4 :20 sponsor spots per hour

BOSTON
BALLET



BOSTON'S UNCOMMON RADIO
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PEEM Peabody Essex Museum

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

WXKS

28 :30 or :60 ads per hour

Febreze
JB Sash & Door
Equitable

Morgan & Morgan
Hers

iHeartRadio
Babbel

Power Of Recovery

Marios Roofing Siding &
Windows
Mass General Brigham
Health Plan

Encore Boston Harbor
TopDog Law

Baker's Best Catering
P&G-Metamucil
Treasurer Deborah B Goldberg

North Country Smokehouse
The Home Depot
ZipRecruiter
Uber Technologies
Equitable

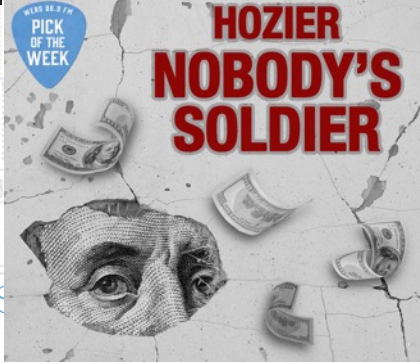
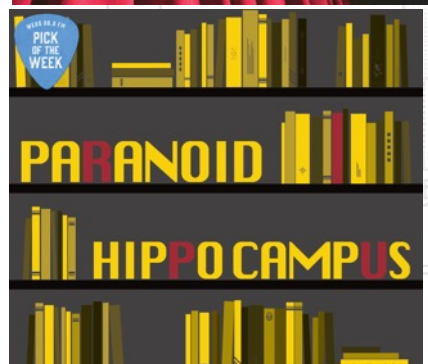
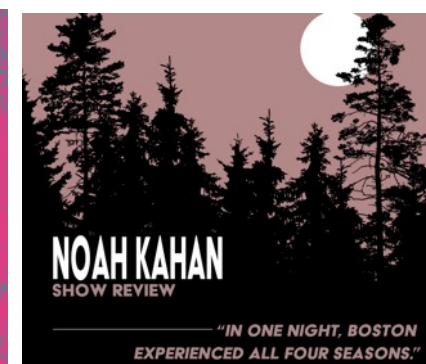
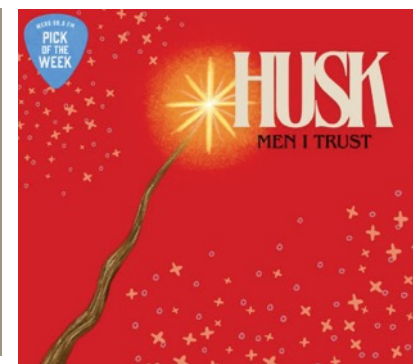
XFINITY Internet
Valvoline Instant Oil Change
FACTOR

Univ Of MD
Global Campus
Boston Vision

**BOSTON
COMMERCIAL
RADIO**

Source: Media Monitors 1/01/25 9a
WXKS :30 & :60 spots

WHAT WE'RE SPINNING : A DYNAMIC CELEBRATION OF MUSIC & MUSIC MAKERS



WERS PROGRAMMING | A HUMAN CURATED AUDIO ENVIRONMENT

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 PARKER

AFTERNOON DRIVE HOME WITH TONS OF MUSIC AND FUN

Mon-Fri 2p-6p

THE SECRET SPOT

CLASSIC 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 RADIO

JEWISH MUSIC, HUMOR, AND SCHMOOZING MUSIC SERIES

Sun 7a-10a

YOU ARE HERE

STUDENT DRIVEN PUBLIC AFFAIRS

Sun 6a-7a

WERS FEATURES | DEEPLY ALIGN YOUR BRAND WITH OUR LISTENERS

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

GEORGE'S UKE BOX

LISTENERS GUESS SONGS PLAYED BY GEORGE ON HIS UKULELE
Weekday Mornings 8a variable

THE SALT LICK SESSIONS

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

THROWBACK THURSDAY

A SALUTE TO ICONIC MUSICIANSHIP
Th 5p

TOAST FROM YOUR HOST

OLD SCHOOL RADIO SHOUT OUTS
SUBMITTED BY LISTENERS FOR SPECIAL OCCASSIONS
Fri Noon

WEEKEND LIVE

ARCHIVE LIVE PERFORMANCES FROM STUDIO 889
Sun 9p

WICKED LOCAL WEDNESDAY

LOCAL ARTISTS LIVE IN STUDIO
Wed 9p

UNCOMMON SPECIALTY PROGRAMMING

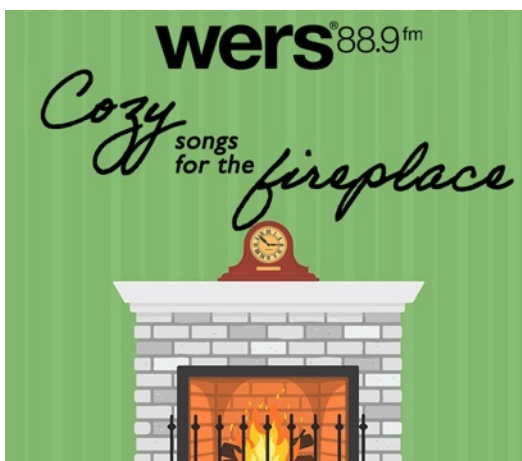
PLANFUL POP UP FUN ON AIR DESIGNED TO ELICIT DELIGHT FOR LISTENERS
Quarterly

LISTEN ON-AIR, STREAMING & SMARTSPEAKER

WERS SPECIALITY PROGRAMMING | all sponsorable



**JUNETEENTH
PRIDE
617 DAY
PICK OF THE
WEEK
PI DAY**



**TOP 88
INTERNATIONAL WOMEN'S DAY
SECOND HELPINGS
LABOR DAY LIVE
BLACK HISTORY MONTH**

LISTEN ON-AIR, STREAMING & SMARTSPEAKER



ERS+ | BOSTON'S BLACK EXPERIENCE 24/7



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+ hits different

WERS | PARTNERSHIP ACTIVATIONS

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

- :20 SPOTS
- :10 FEATURE PROMOS

DIGITAL:

- BANNER TILE - [WERS.org](https://wers.org)
- :15 SMART SPEAKER
- :15 PRE-ROLL STREAMING
- MEMBER NEWSLETTER TILE
- SPONSORED CONTENT - NEWSLETTER

EVENTS:

- 617 DAY'25
- UNCOMMON STAGE
- ONLINE ACTIVATIONS THROUGHOUT THE YEAR
- SPECIALITY PROGRAMMING
- FEATURES

LISTEN ON-AIR, STREAMING & SMARTSPEAKER

WERS | PARTNERSHIP ACTIVATIONS | DIGITAL

.ORG TILES

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



EMAIL ACTIVATIONS:

- Published Wed & Sat
- 21K+ list
- 38% Open Rate
- \$250 value per tile
- \$750 per Sponsored content

PRE-ROLL & SMART SPEAKER

- SOV 20K impressions per month
- \$1000 value per 10k monthly impressions
- Geo-targeting option

UNCOMMON SPONSORSHIP 88.9 WERS 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

DEDICATED FARMERS, BETTER TASTING MEAT.

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

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2025 MEDIA KIT

Contact:

wers.org/underwriting/

617.824.8894

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