



Your **NPR** News Station ®

## MEDIA KIT



**BE HEARD**      **BE RECOGNIZED**

91.7 FM Ann Arbor / Detroit

104.1 FM West Michigan

91.1 FM Flint



# MAKE THE CONNECTION

As the state's most listened-to public radio service, Michigan Radio provides access to the highest concentration of influential, educated and loyal listeners across all of southern Michigan, short-to-shore.

Michigan Radio delivers NPR National and International news, as well as producing Michigan news. Michigan Radio delivers insightful stories, covering topics that range from education and politics to the environment.

Michigan Radio is an NPR News station with an established, engaged, intelligent audience that is waiting to hear your message.



## 24 HOUR

access to our programs via FM and streaming broadcasts, videos and podcasts

## 80%

of Michigan's population in 37 counties have access to our FM signals\*

## 346,000 +

average unique users per month visiting michiganradio.org\*\*

## 750,000 +

average streaming connections monthly\*\*





# OUR LISTENING AREA

## BROADCAST SIGNAL

**530,000 +**

Weekly cume audience\*  
12 years and older

**750,000 +**

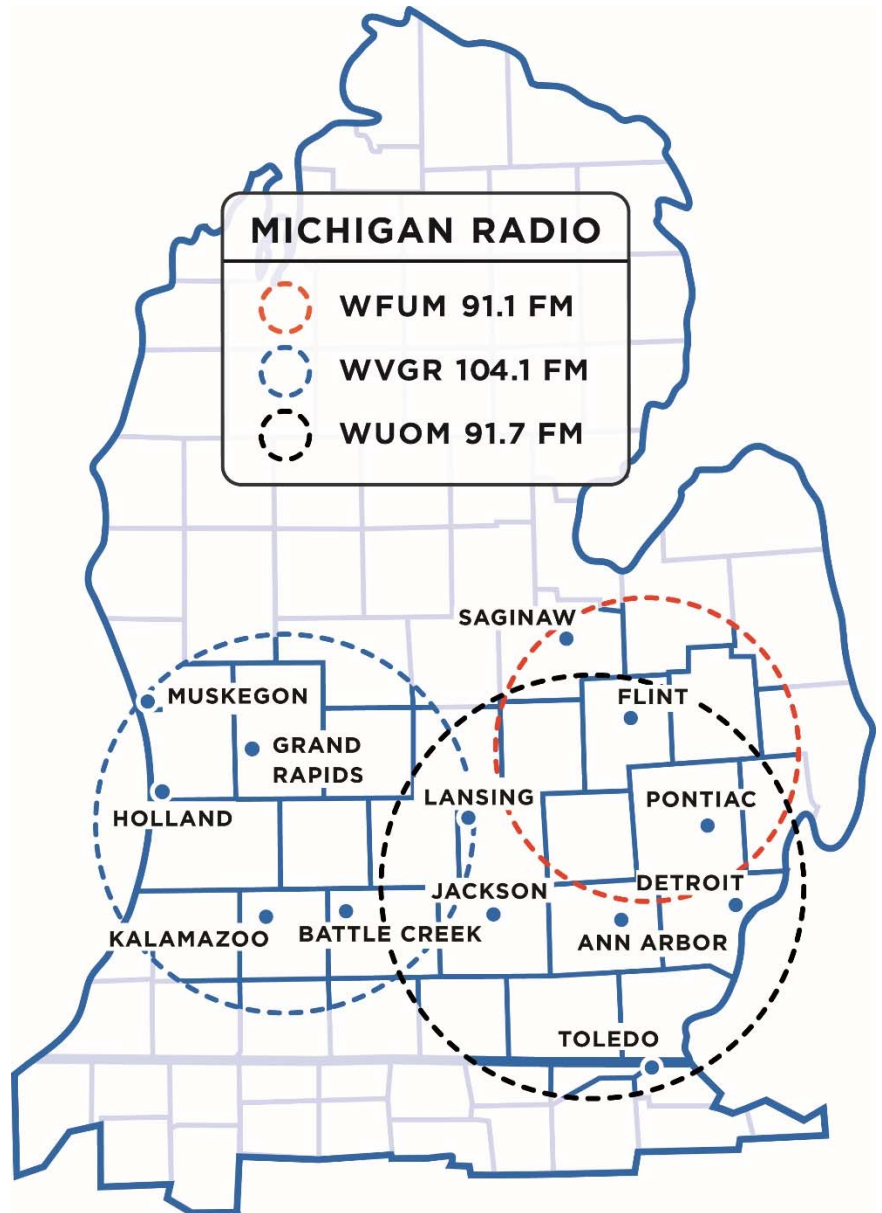
average streaming connections  
monthly\*\*

## DIAL POSITIONS

**91.7 FM | WUOM**  
Ann Arbor, MI  
Flagship Station  
Broadcasting since 1948

**104.1 FM | WVGR**  
Grand Rapids, MI  
Broadcasting since 1961

**91.1 FM | WFUM**  
Flint, MI  
Broadcasting since 1985



Michigan Radio is licensed to the University of Michigan and broadcasts from studios located in Ann Arbor, Michigan.



©Michigan Radio 2018  
\*Source: Nielsen Fall 2016 National Regional Database; Persons 12+, Mon-Sun, 6AM-12Midnight  
Source: Google Analytics\*\*



# OUR AUDIENCE

Leaders & Influencers

Our audience is **discerning** and **values** our service.

Your commitment to Michigan Radio will be positively recognized and appreciated by our listeners.

Associating your brand with Michigan Radio will deliver your message to an affluent group who is more likely to invest, own real estate and be medically insured than the average American\*.

This level of engagement gives Michigan Radio listeners a stronger influence over those in their social or political networks. NPR listeners are more likely to be self-employed or decision-makers within their place of work\*.

## INVOLVED

# 38%

are active members of a club or organization\*

# 70%

vote in Federal, State or local elections\*

The full political spectrum is represented within our audience.\*\*

27%

liberal\*

26%

political center\*

22%

conservative\*

\*\*Remaining 25% did not report political affiliation

## EDUCATED

# 62%

have completed their bachelor's degree, compared to 29% of the national population\*

# 192%

More likely than the national average to have completed a masters degree\*



Your NPR News Station **npr**

©Michigan Radio 2018

Source: NPR Audience Profile 2017, GFK MRI, Doublebase 2016\*

# THE HALO EFFECT

The positive sentiment that listeners have towards companies that support the community service of NPR and public radio stations is known as the

## “HALO EFFECT”

### ENGAGING LISTENERS

who respond to what they hear on NPR

**74%** are more likely to do business with a company that sponsors public radio\*

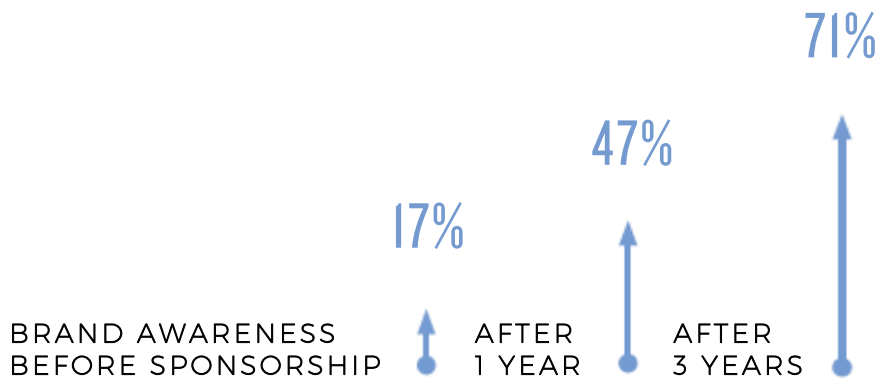
**77%** are likely to seek more information about a service from a public radio sponsor\*

**52%** said that hearing sponsorship message influenced them to visit a sponsor's website\*

**52%** prefer to buy products from a public radio sponsor\*

### BRAND AWARENESS

grows throughout your **SPONSORSHIP**



NPR listeners believe associated companies are responsible, stable, professional, credible and socially conscious. They also believe they are good stewards, kindred spirits, community-focused and smart marketers.\*



# SPONSORSHIP

## Features & Benefits

Your on-air and online Michigan Radio sponsorship is reinforced by our extended outreach, designed to keep you top of mind with our listeners.

### THE VALUE OF YOUR SPONSORSHIP:

#### BRAND LOYALTY AND TRUST

52%

of audience members believe companies that sponsor public radio are more credible than those who advertise on commercial radio\*

#### POSITIVE ASSOCIATION

75%

of public radio listeners hold a more positive opinion of a company when they learn it supports public radio\*

#### NEW CLIENTS AND CONSUMERS

64%

of NPR listeners prefer to buy products and services from companies that support public radio when price and quality are equal\*

**RESULTS:** In collaboration with Michigan Radio, your organization will reach our listeners who will be inspired to act.

### EXTENDING YOUR SPONSORSHIP:

#### ON-AIR + ONLINE

Recognition as outlined in your contract

#### WEB BANNER

All \$10,000+ sponsors receive a logo on our website. 500 x 125, 72 dpi

#### E-NEWSLETTER

\$10,000+ sponsors may be featured in our Corporate Sponsorship e-newsletter, including a testimonial and logo

#### LINK

All \$5,000+ sponsors receive a clickable link on our website

#### SOCIAL MEDIA

We interact with active sponsors on social media by tagging or tweeting thank you's and sharing information about their events

#### THANK YOU ADS

Sponsors may be featured in 'thank you' ads in The University Record





# REACH OUR LISTENERS

On-Air & Online

Working together, we can create a marketing strategy that will maximize exposure, create visibility, and generate awareness for your company.



## BROADCAST SPONSORSHIP

As a sponsor, your organization will have direct access to our loyal listening audience. We will customize your message to help accomplish your marketing goals. Sponsorship announcements are fifteen seconds in length and are read live on-air by our popular hosts.



## WEB SPONSORSHIP

Your digital ad on michiganradio.org offers you the opportunity to extend your on-air message by creating visual association with the station and directing traffic to your website. Website ads must be provided in jpg or gif format, 72 dpi in two sizes: 300x250 and 320x50.



## EVENT SPONSORSHIP

Opportunities to sponsor Michigan Radio events range from national, such as A Prairie Home Companion to local, such as Issues and Ale. Events provide unique opportunities to reach our audience live and in-person.



## E-NEWSLETTER SPONSORSHIP

Many Michigan Radio listeners subscribe to weekly e-newsletters. Your e-newsletter sponsorship gives you an exclusive space in a choice position. Contact us to find out more about specific e-newsletters, including technical requirements.



## ONLINE STREAMING SPONSORSHIP

Michigan Radio's weekly live online streaming audience is 100,000 strong and growing. We offer an opportunity for you to sponsor the pre-roll segment of the online stream with your 10 second pre-recorded announcement.



Your NPR News Station n p r

# Sponsorship Opportunity:

## Expand Your Reach with Online Sponsorship

Michiganradio.org receives more than 800,000 page views per month. Our tech-savvy listeners rely on our website for in-depth and expanded coverage of our award-winning news and program broadcasts. Your sponsorship web tile will receive prominent placement throughout our website and be seen by our significant and dedicated audience.

### Expand Your Reach

**346,000+**

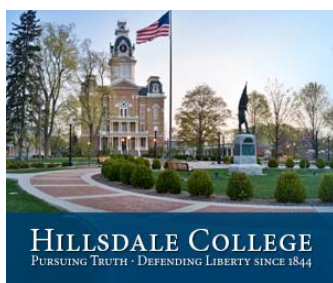
Unique users on michiganradio.org monthly\*

**530,000+**

Sessions on michiganradio.org monthly\*

**870,000+**

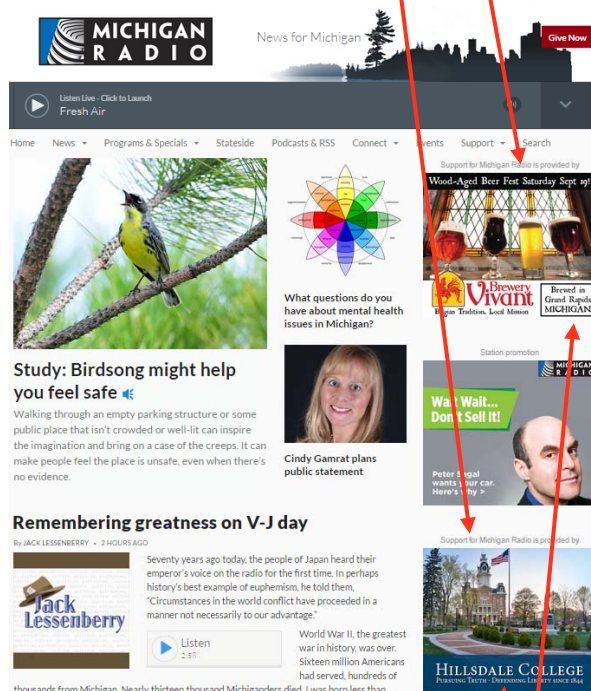
Pageviews on michiganradio.org monthly\*



web tile samples

### Rotating Web-tile\*\*

placement in a content rich, high quality environment



### Click-Through

to the URL of your choice

### Technical Requirements

**72 dpi**

300x250, 72 dpi  
And  
320x50, 72 dpi  
to cover both regular and responsive sites

**.jpg or .gif**

web tile of your design must follow all Michigan Radio copy language guidelines



web tile samples



535 W. William St, Ste 110 Ann Arbor, MI 48103  
734.763.5984 michiganradio.org

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\*Per google analytics for michiganradio.org. averages for 2016

\*\*webtiles appear on michiganradio.org home, news & program pages with the exception of 'The Next Idea' and 'State of Opportunity'.





# Michigan Radio:

# What To Expect: Online Sponsorship

## Lead Times

- **Contract:** Contracts must be fully signed before your webtile can be posted. Digital sponsorship agreements require a contract separate from your radio schedule contract.
- **Approval Process:** Webtiles that do not meet required guidelines may result in the delay of your scheduled start date. We recommend that you submit your webtiles for approval several weeks before your start date. Your Michigan Radio Account Executive will work with you throughout the approval process.
- **Run Dates:** Webtiles run for 1 month increments. If you have a schedule that runs longer than one month, you may use a different creative for each month of your schedule.
- **Image:** Approved desktop and mobile sized images must be submitted no less than 3 business days before webtile schedule begins.
- **Payment:** If you have a pre-pay schedule, payment must be received no less than 2 business days before your schedule begins.
- **Rotation:** Your tile will receive engagement equal to that of the other tiles on our website at any given time. Your digital sponsorship is not based on impressions or clicks, and amount of impressions or clicks are not guaranteed

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## Design Guidelines

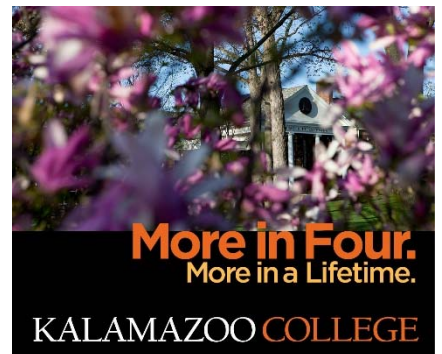
*These are not full design guidelines. Ask your AE for a copy of our full guidelines.*

- **Color:** Any creative with a white or near-white background requires a one pixel minimum border within the allotted space to differentiate from the site background
- **Font:** 1 font should be used throughout tile. Multiple font usage may be rejected.
- **Words:** 10 words or less – must follow Michigan Radio copy guidelines
- **Logo:** Your logo must be on your creative
- **Graphics:** One graphic (in addition to your logo) will be accepted

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## Specs:

- **Sizes:** Both sizes of creative are required for any digital schedule
  - Desktop: 300x250
  - Mobile/Responsive: 320x50
- **DPI:** Required 72 dpi for all creatives
- **File Type:** JPG or GIF are accepted
- **Click-through:** You must provide a link that you would like your tile to click-through to.



Web tile Sample  
300 x 250, 72dpi\*



Mobile Web tile Sample  
320 x 50, 72dpi\*

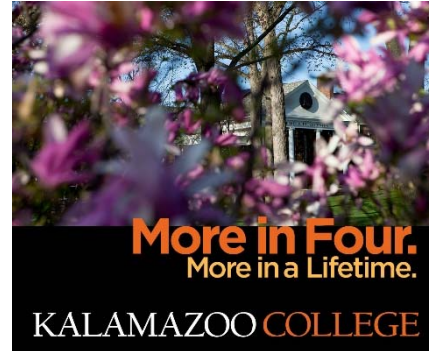




# Michigan Radio: Digital Image File Requirements

## Digital Sponsorship

- **Sizes:**
  - Both sizes of creative are required for any digital schedule
    - Desktop: 300x250
    - Mobile/Responsive: 320x50
- **DPI:** Required 72 dpi for all digital sponsorship creatives
- **File Type:** JPG or GIF are accepted
- **Click-through:** You must provide a link that you would like your tile to click-through to.



Web tile Sample  
300 x 250, 72dpi\*



Mobile Web tile Sample  
320 x 50, 72dpi\*

## Sponsorship Website Logo

- **Qualifying:** Sponsors who contribute \$10,000 or more qualify for a rotating logo on [sponsorship.michiganradio.org](http://sponsorship.michiganradio.org)
- **Logo:** Image must be your logo with no additional information. This may not be promotional.
- **Size:** 500x125 pixels, 72 dpi
- **File Type:** JPG or GIF are accepted
- **Click-through:** Your logo will click-through to the homepage of your website



Sponsorship Website Logo Sample  
500x125, 72dpi\*

## Tips, Tricks & Notes

- **Print:** Any image file that we are requesting for print purposes will need to be 300 dpi
- **Digital:** Any image file that we are requesting for digital/web purposes will need to be 72 dpi
- **GIF:** Gif files are always 72 dpi





# Michigan Radio:

## What To Expect: On-Air Sponsorship

### Lead Times

- **Contract:** Contracts must be fully signed before messages can run
  - **Approval Process:** Copy messages that do **not** meet required guidelines may result in the delay of your scheduled start date. We recommend that you submit your copy message for approval several weeks before your start date. Your Michigan Radio Account Executive will work with you throughout the copy process.
  - **Copy:** Approved copy must be submitted no less than 3 business days before on-air schedule begins. If you have multiple copy messages in your schedule, all copy messages must be submitted and approved before the schedule begins.
  - **Payment:** If you have a pre-pay schedule, payment must be received no less than 2 business days before your schedule begins.
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### Copy Guidelines

*This is a simplified checklist of our copy guidelines. Ask your AE for a full list of guidelines.*

- **YES:**
    - Sponsor legal name
    - Brand name
    - Product/Service description
    - Value neutral, non-promotional
    - Business Location, phone number **OR** web address
  - **NO:**
    - Call to Action
    - References to price
    - Inducements to Act
    - Subjective or Comparative Language
- 

### Your Message

- **Live:** Your message will be read live by Michigan Radio's on-air talent
- **Frequency:** Your message will air on all three of Michigan Radio's frequencies simultaneously – WUOM, WVGR, WFUM
- **Streaming:** Your message will be heard by radio audiences AND by audiences that are listening via our online stream





# ON-AIR PROGRAMS

Weekly

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:00 AM							
1:00 AM							
2:00 AM	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service		
3:00 AM						BBC World Service	BBC World Service
4:00 AM							
5:00 AM							
6:00 AM						TED Radio Hour	Marketplace Weekend
7:00 AM	Morning Edition	Morning Edition	Morning Edition	Morning Edition	Morning Edition	On the Media	On Being
8:00 AM							
9:00 AM	BBC Newshour	BBC Newshour	BBC Newshour	BBC Newshour	BBC Newshour	Weekend Edition	Weekend Edition
10:00 AM						Wait Wait Don't Tell Me	
11:00 AM	1A	1A	1A	1A	1A	This American Life	Hidden Brain
12:00 PM	Fresh Air	Fresh Air	Fresh Air	Fresh Air	Fresh Air	The Moth Radio Hour	Freakonomics
1:00 PM						Snap Judgment	Sci-Fri Matinee
2:00 PM	Here and Now	Here and Now	Here and Now	Here and Now	Here and Now	RadioLab	The Moth Radio Hour
3:00 PM	Stateside	Stateside	Stateside	Stateside	Stateside	TED Radio Hour	This American Life
4:00 PM						It's Been A Minute	Wait Wait Don't Tell Me
5:00 PM	All Things Considered	All Things Considered	All Things Considered	All Things Considered	All Things Considered	All Things Considered	All Things Considered
6:00 PM	Marketplace	Marketplace	Marketplace	Marketplace	Marketplace		New Yorker Radio Hour
7:00 PM	The World	The World	The World	The World	The World	Live From Here	On The Media
8:00 PM	Fresh Air	Fresh Air	Fresh Air	Fresh Air	Fresh Air	Ask Me Another	Reveal
9:00 PM	On Point	On Point	On Point	On Point	On Point	Snap Judgment	
10:00 PM	Stateside	Stateside	Stateside	Stateside	Stateside	RadioLab	Live From Here
11:00 PM	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service



Schedule subject to change. Visit [michiganradio.org](http://michiganradio.org) for more information.

# SPONSORSHIP

Making Your Copy Work For You

Sponsorship differs from commercial advertising in both sound and spirit. The public radio audience responds best to straightforward information presented in a concise, clear and sincere manner\*.

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## SPONSORSHIP CREDITS

### MAY INCLUDE:

All sponsorship credits must include the legal name of the sponsor, and are preceded by the opening phrase *"Support for Michigan Radio comes from..."*

Michigan Radio sponsorship announcements are fifteen (15) seconds in length and read live by station announcers.

Information about the company, brand names and descriptions of products and services offered, delivered in a "value neutral", non-promotional manner.

Business location, phone number OR web site address. Years in business. Established slogans stating the company's philosophy or positioning statement in a manner that is keeping with public radio copy guidelines.

Guidelines are based on FCC rules and on Michigan Radio policy. They are designed to protect the non-commercial nature of public radio and preserve the style and sound that public radio listeners value and respond to.

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## SPONSORSHIP CREDITS

### MAY NOT INCLUDE:

**CALLS TO ACTION:** ie "call", "stop by", "email", "visit", or phrases prompting action.

**REFERENCES TO PRICE:** ie "free", "10% off", "complimentary", "no down payment"

**INDUCEMENTS TO ACT:** ie, "while supplies last", "special gift", "on sale", "limited offer"

**QUALITATIVE OR COMPARATIVE LANGUAGE OR CLAIMS:** ie, "best", "greatest", "most reliable", "oldest", "largest", "can improve/provide/teach/expand..."

**OVERSTATED OF SUBJECTIVE LANGUAGE:** ie, "fun-filled", "enjoyable", "long awaited", "by popular demand", "authentic character", "informed counsel", "professional advice"

**ENDORSEMENTS:** ie, "Recommended by New York Times", "the Wall Street Journal says"

**CREDENTIALS:** ie, "Board certified", "award winning"

**WORDS SUCH AS:** "you", "your", "our" and "we", are not permitted as part of sponsorship language. It suggests a personal endorsement on the part of the station.



## HEALTHCARE

### COPY

Support for Michigan Radio comes from U of M Comprehensive Stroke Center. Committed to the treatment of patients before, during and after a stroke. Working to provide comprehensive treatment for all levels of stroke. U of M Health dot org slash stroke

### TESTIMONIAL

*"The University of Michigan Comprehensive Stroke Center, like Michigan Radio, is committed to the community it serves. Our specialists in stroke and neurovascular care offer the lifesaving techniques before and during as well as extensive rehabilitation after a stroke. Partnering with Michigan Radio has enabled us to reach you, the community with this important information."*

- Jenevra Foley, Operations Director, University of Michigan Health System, Comprehensive Stroke Center

## SERVICE

### COPY

Support for Michigan Radio comes from...HopCat...offering craft beers from around the world, and dozens of Michigan-made beers on tap every day. HopCat is in Ann Arbor, Detroit, East Lansing, Grand Rapids, Kalamazoo...and, coming this year to Royal Oak. Hop Cat dot com

### TESTIMONIAL

*"Michigan Radio's listeners are HopCat's guests in Grand Rapids, East Lansing, Ann Arbor and Detroit. Like our guests, we at HopCat love Michigan Radio's richness of programming and its commitment to quality journalism. We especially value issue-related reporting like Environment Report, which explores important issues facing the state in ways no other media outlet is doing."*

- Chris Knape, Marketing and Communications Director, Hop Cat/Barfly Ventures



# SPONSORSHIP

## Copy Samples & Testimonials

### EDUCATION

#### COPY

Support for Michigan Radio comes from the Twenty Sixteen Big Data and Business Analytics Symposium... March 23rd and 24th, at Wayne State University. Big data specialists and Industry Professionals will share ideas and insights. More at [Big Data dot Wayne dot Edu](http://BigDataWayne.edu).

#### TESTIMONIAL

*"We chose a Michigan Radio sponsorship because the Michigan Radio listener base is comprised of individuals who value education. By investing in a sponsorship with Michigan Radio, we have seen an increase in our event attendance, which effectively allows us to feel the impact that this sponsorship has had on promoting the furthering of education. We are happy to recommend Michigan Radio sponsorship and look forward to continuing our ongoing relationship with Michigan Radio."*

- Dr. Ratna Babu Chinnam, Dir. of the Global Executive PhD,  
Wayne State University College of Engineering

### ARTS

#### COPY

Support for Michigan Radio comes from.....the Purple Rose Theatre... presenting "Harvey"..... an imaginary six-and-a-half-foot-tall-rabbit, and the comedy of errors, which ensue when his real-life creator, Elwood P. Dowd, is committed to a sanitarium. Now through August 26th. [Purple Rose Theatre dot org](http://PurpleRoseTheatre.org).

#### TESTIMONIAL

*"You can be confident that Michigan Radio will provide you with the personalized and detailed attention necessary to set up a marketing campaign that works best for your organization. Michigan Radio is flexible and friendly as they work with sponsors to enhance visibility, broaden reach and deepen your impact in the community. Their audience demographics are spot on with those of the Purple Rose, making this a wonderful fit and successful partnership."*

- Katie Doral, Managing Director, Purple Rose Theater

## PROFESSIONAL SERVICES

### COPY

Support for Michigan Radio comes from Atomic Object. Designing and developing custom software applications to help clients innovate and grow their businesses. With offices in Grand Rapids and Ann Arbor; online at Atomic Object dot com.

### TESTIMONIAL

*"Michigan Public Radio is a vital lifeline for the Michigan community. Supporting their work was a no-brainer for us. We've had the incredible opportunity to invest in a community service we believe in, as well as share our software business with smart, interesting listeners all around the state. Many thanks to Michigan Radio for loving the state that we live in and also for bolstering community businesses like ours. It's a win-win for everyone!"*

- Carl Erickson, CEO, Atomic Object

## LEGAL SERVICES

### COPY

Support for Michigan Radio comes from Harness Dickey..... specialists and advisors in intellectual property law..... which includes patents, trademarks, copyrights, and intellectual property litigation. Information at H D P dot com.

### TESTIMONIAL

*"s a leading intellectual property law firm in Michigan we rely on Michigan radio on a daily basis to reach our target audience of top business leaders. We are pleased to be part of a highly-respected and local organization that consistently provides important news and information to our community."*

- Dave Roback, COO, Harness Dickey





Michigan Radio  
sponsorship is the best  
marketing tool for reaching  
the highest concentration of  
educated, affluent,  
influential decision makers  
in Southern Michigan.

Let us help you plan the best way to introduce  
yourself to our listeners:

- BROADCAST SPONSORSHIP
- DIGITAL WEBTILE SPONSORSHIP
- DIGITAL STREAMING SPONSORSHIP
- E-NEWSLETTER SPONSORSHIP
- EVENT SPONSORSHIP

To learn more contact your account executive or:

**KATHY AGOSTA**  
Director of Corporate Support  
EMAIL: [kagosta@umich.edu](mailto:kagosta@umich.edu)  
PH: 734.763.5984

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