MICHIGAN RADIO npr
MICHIGAN’S NPR NEWS LEADER

MEDIA KIT

BE HEARD
91.7 FM Ann Arbor / Detroit

BE RECOGNIZED
104.1 FM West Michigan
91.1 FM Flint
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 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

350,000 +
average unique users per month visiting michiganradio.org**

**80%**
of Michigan’s population in 37 counties have access to our FM signals

730,000 +
average streaming connections monthly*
OUR LISTENING AREA

BROADCAST SIGNAL

507,800 +
Weekly cume audience*
12 years and older

730,000 +
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.

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**Source: Triton Average Monthly Connections January – October 2018
*Arbitron Total Survey Area, Spring 2018, Mon-Sun, 6am-12Mid, Adults 12+, Weekly Cume
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

41%
are active members of a club or organization*

75%
vote in Federal, State or local elections*

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

54%
liberal*

26%
political center*

17%
conservative*

EDUCATED

33%
have completed their bachelor's degree, compared to 19% of the national population*

200%
More likely than the national average to have completed a masters degree*

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*Source: NPR Audience Profile 2019, GFK MRI, Doublebase 2018
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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>74%</td>
<td>74% are more likely to do business with a company that sponsors public radio*</td>
</tr>
<tr>
<td>77%</td>
<td>77% are likely to seek more information about a service from a public radio sponsor*</td>
</tr>
<tr>
<td>52%</td>
<td>52% said that hearing sponsorship message influenced them to visit a sponsor’s website*</td>
</tr>
<tr>
<td>52%</td>
<td>52% prefer to buy products from a public radio sponsor*</td>
</tr>
</tbody>
</table>

### Brand Awareness

grows throughout your SPONSORSHIP

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before Sponsorship</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>After 1 Year</td>
<td>47%</td>
<td>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.*</td>
</tr>
<tr>
<td>After 3 Years</td>
<td>71%</td>
<td></td>
</tr>
</tbody>
</table>

**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

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*Source: NPR Audience Insight & Research, 2010*
We’re proud to share that NPR has been named 2019’s ‘Brand of the Year’ by the Harris Poll EquiTrend News Service. More than 100,000 U.S. consumers voted on 4,000 brands. The “News Service” category includes newspapers, news websites, wire services and news aggregators.

NPR ranked the highest in this category when voters considered familiarity, quality and consideration.

"More than 100 million users access NPR across all platforms for news and cultural programming that enriches their lives," said Meg Goldthwaite, NPR’s Chief Marketing Officer. "The intimacy listeners feel with audio is part of the reason NPR is such a beloved brand; we wake up to the hosts' voices and hear them tell us breaking news as well as our favorite podcasts."

As Michigan’s most listened to NPR station, Michigan Radio provides award winning, locally produced coverage and content, as well as delivering NPR news and cultural programming to more than 500,000 people each week.

With record-breaking audience increases in the past two years as well as successful membership drives, Michigan Radio listeners continue to demonstrate their appreciation and support of the unbiased, informative and authentic journalism that we provide.

Their support also extends to our corporate sponsors.

"Sponsors value NPR's commitment to providing listeners with news and information programming; the Most Loved Brand category confirms how much listeners also value NPR," says Gina Garrubbo, President & CEO of National Public Media, NPR's sponsorship subsidiary.

As research has shown, our audience is also committed to supporting our sponsors: 74% of listeners say they’re more likely to do business with a company that sponsors public radio.

Take the opportunity to align your brand with Michigan Radio and NPR. Deliver your message to our engaged, intelligent and supportive listeners across Michigan.
Working together, we can create a marketing strategy that will maximize exposure, create visibility, and generate awareness for your company.

**REACH OUR LISTENERS**

On-Air & Online

**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 *Wait Wait...Don’t Tell Me!* 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 monthly live online streaming audience is 730,000 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.
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.

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
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

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

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.
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.

Sponsorship Website Logo

- **Qualifying:** Sponsors who contribute $10,000 or more qualify for a rotating logo on 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

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
## ON-AIR PROGRAMS

**Weekly**

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

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Schedule subject to change. Visit 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.

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.

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.

Disclaimer: Michigan Radio reserves the right to refuse any request for sponsorship that would violate an FCC rule or policy, violate station policies or adversely affect the reputation or financial condition of the station. No announcements will be aired on behalf of political organizations, political candidates or their committees, or that express a view on issues of public importance or interest or religious belief. No more than one event may be listed in any sponsorship announcement. No more than 6 sponsorship announcements may air in one day (and may be less depending on inventory).
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 WEB TILE SPONSORSHIP
- DIGITAL STREAMING SPONSORSHIP
- E-NEWSLETTER SPONSORSHIP
- EVENT SPONSORSHIP

To learn more contact your account executive or:

Holli Eaton
Director of Corporate Support
EMAIL: heaton@umich.edu
PH: 734.780.4152

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