



NPR News for the Heart of Alabama

# ON-AIR + DIGITAL MEDIA KIT

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# NO MATTER WHAT DEVICE YOU'RE LISTENING TO...

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WBHM's award-winning news and entertainment programming provides an understanding of our diverse, complex, and ever-changing world through local reporting and programming from NPR.

Our business model is unique. As an NPR member station and a non-profit entity, the vast majority of our funding comes not from advertising, but from corporate/business sponsors and listener contributions – it comes from our community.

## OUR LISTENERS APPRECIATE OUR SPONSORS!

**Among NPR news listeners:**

**82%** have taken action specifically because of a sponsorship announcement.

**75%** say their opinion of a business is more positive when they find out it supports public radio.

**69%** prefer to buy products from businesses that support public radio when price and quality are equal.

**60%** pay attention to the sponsorship announcements they hear on public radio.

**61%** agree that public radio is selective about the businesses and products that can sponsor its programming.

**53%** feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations.

## THAT'S CALLED THE HALO EFFECT

Because WBHM is a mission-driven, membership organization that the public sees as contributing to the local community, the sponsor is seen as supporting this community service as well — ultimately increasing awareness of your company and distinguishing you from competitors.

# INDUSTRIES WE WORK WITH INCLUDE

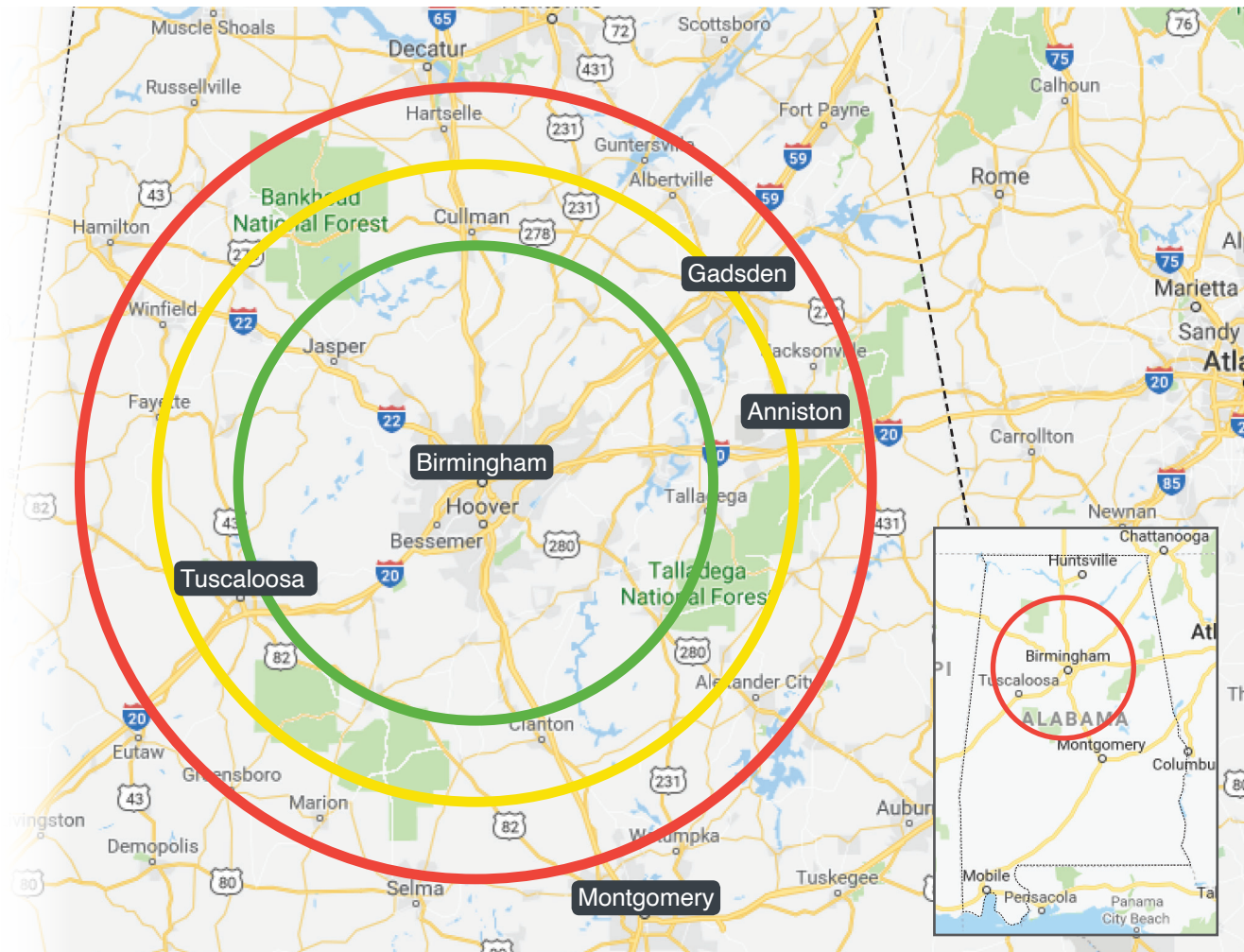
Arts  
Auto  
Charitable giving  
Dental services  
Education  
Financial

Health and wellness  
Grocery  
Home improvement  
Insurance  
Jewelry  
Lawn/garden

Legal services  
Medical services  
Retail  
Travel  
Nonprofit  
Restaurant/catering

## COVERAGE MAP

Our signal reaches across the heart of Alabama and is streamed globally.



WBHM is a listener-supported service of the University of Alabama at Birmingham.

# SPONSOR RATES PER ANNOUNCEMENT

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## Morning Drive

Monday - Friday. 5 a.m. to 9 a.m.



## Midday

Monday - Friday. 9 a.m. to 3 p.m.



## Afternoon

Monday - Friday. 3 p.m. to 7 p.m.



## Evening

Monday - Friday. 7 p.m. to 10 p.m.



classical

## Weekend

Saturday - Sunday. 6 a.m. to / p.m.



These rates are presented for planning purposes. One of our representatives will work with you on a custom plan to help you achieve your goals. All rates are net per spot. There will be an additional \$10 charge per spot for announcements airing during a particular hour. **All copy language must comply with FCC Guidelines for public media.**

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# OUR SPONSORS INCLUDE



and more...THANK YOU FOR SUPPORTING WBHM!

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# SPONSORSHIP GUIDELINES

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Underwriting announcements are public radio's version of advertising; they acknowledge support for our station. Sponsors should keep in mind that the non-commercial nature of public radio is highly valued by listeners, and the FCC has established certain guidelines.

Underwriting announcements are 15 seconds (approximately 25 words) and may include:

- Name of business/organization providing underwriting support
- Brief description of sponsor's products and/or services
- Location and web address of business/organization
- Event dates and locations

Announcements may **NOT** include:

- Promotional, comparative or qualitative language (best, most reliable, etc)
- A call to action ("come to this event," "call now," "visit our website")
- Price or value information, e.g., \$59.95
- An inducement to buy, sell, rent or lease ("year-end sale")
- Personal pronouns (I, me, our)
- A list containing more than three items
- Language that expresses a view with respect to a matter of public interest

*\* All scripts must be approved by WBHM and the client at least 2 business days before their scheduled starting date.*

## SAMPLE ANNOUNCEMENTS

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Together with our listeners, support comes from:

**The Law Firm of Vowell and Associates**, providing mediation, arbitration, and private judging. Information for Scott Vowell and Alex Goldsmith available online at Vowell Goldsmith dot com.

**Blue Cross and Blue Shield of Alabama**, providing health and dental coverage to companies and individuals throughout Alabama. Online at Alabama Blue dot com.

**Aero Joe Pilates**, Birmingham's classical studio teaching all levels from athletes to those in need of post-surgical rehabilitation. Gift cards available at Aero Joe Pilates dot com.



**DIGITAL SPONSORSHIP  
OPPORTUNITIES**

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# ON-AIR, ON APP, OR ONLINE

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WBHM reaches an intelligent, responsive audience of decision-makers in a trusted and established brand environment. Our sponsor messages are distinctly different from the cluttered and chaotic world of commercial advertising. They do not shout at consumers or contain misleading information. Our goal is to create smart, compelling statements that inform and respect our audience. Our multi-platform digital products include web, app, and e-newsletter.

## WEBSITE

49K+ monthly impressions

## WBHM APP

1,823+ unique users

21K+ monthly sessions

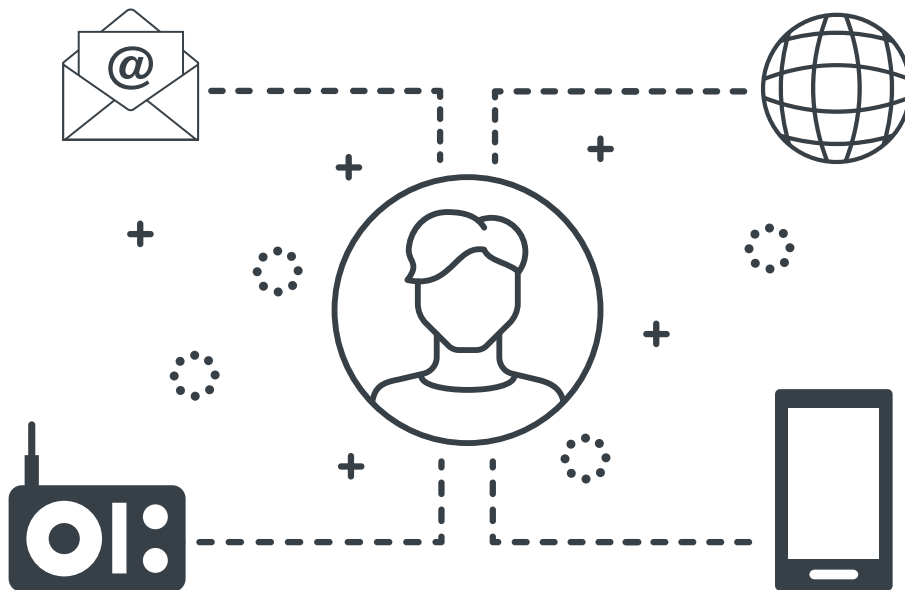
## E-NEWSLETTER

15,000+ weekly subscribers

22%- 32% average open rate

## EXPAND YOUR REACH WITH DIGITAL SPONSORSHIP AT [WBHM.ORG](http://WBHM.ORG)

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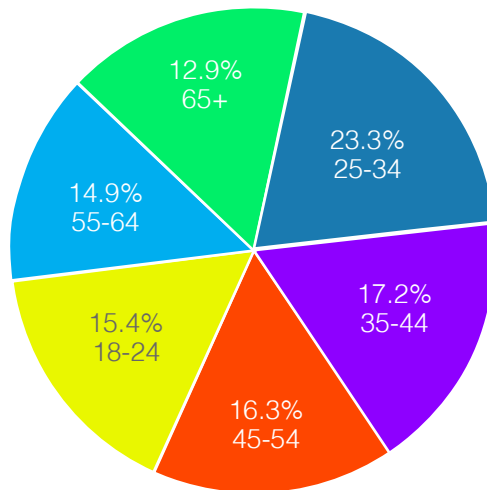
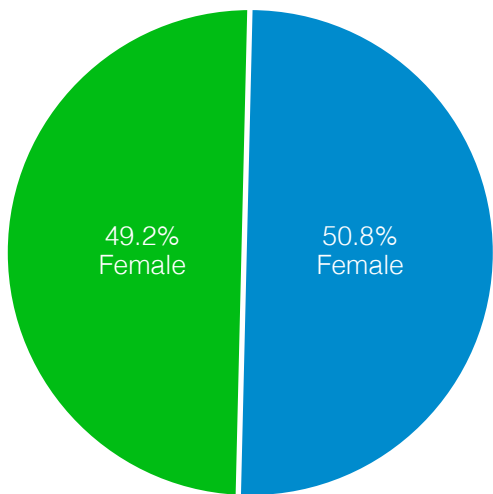
*“Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.”*

*- Nielsen*

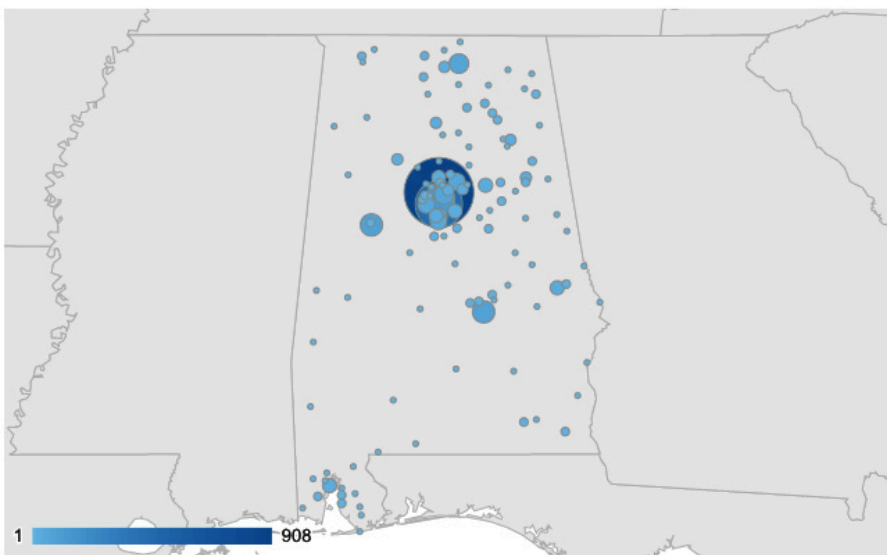


# MORE THAN 296K PAGE VIEWS IN 2019

SEE WHO'S STREAMING, LISTENING, AND ENGAGING WITH WBHM THROUGH WBHM.ORG:

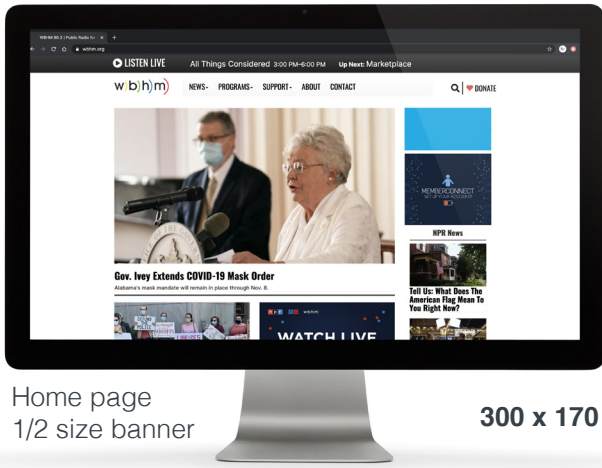


OUR AUDIENCE IS STREAMING FROM:



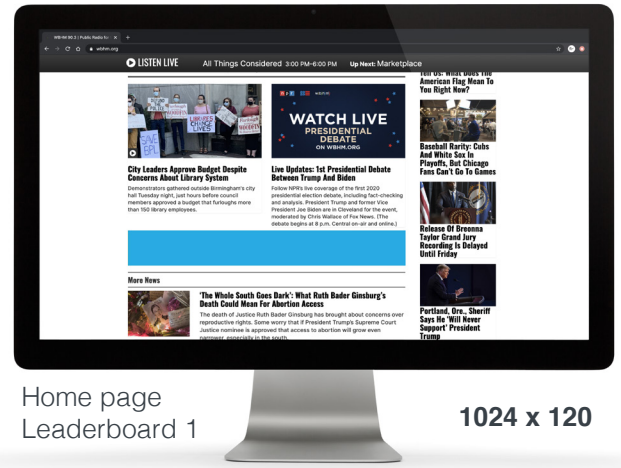
#### Top 10 Cities

1. Birmingham
2. Hoover
3. Homewood
4. Vestavia Hills
5. Tuscaloosa
6. Montgomery
7. Mountain Brook
8. Huntsville
9. Trussville
10. Bessemer



Home page  
1/2 size banner

300 x 170



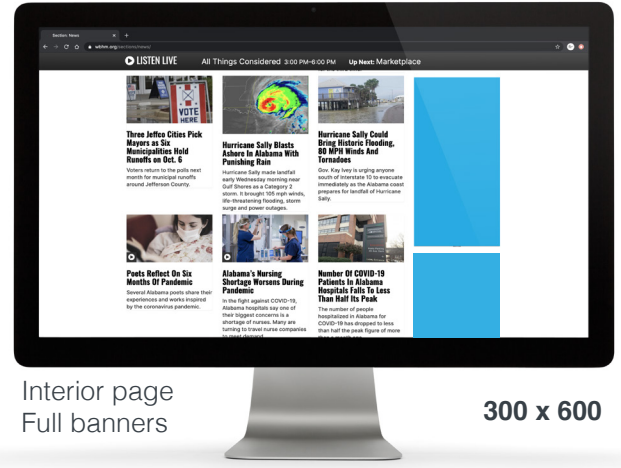
Home page  
Leaderboard 1

1024 x 120



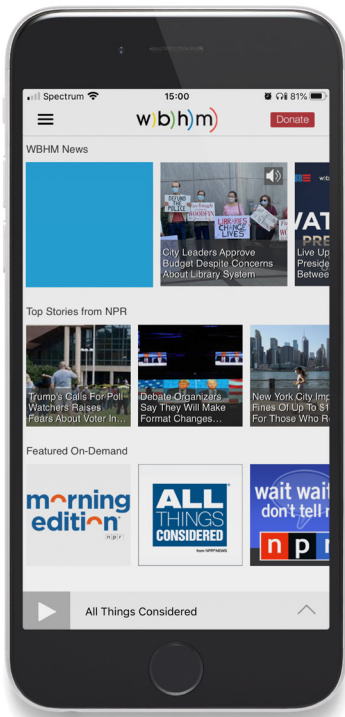
Home page  
Leaderboard 2  
Full banners

1024 x 120  
300 x 600



Interior page  
Full banners

300 x 600



300 x 300

**1/2 size banner:**  
300 x 170 pixels

**Full size banner:**  
300 x 600 pixels

**Leaderboard:**  
horizontal 1024 x 120 pixels

**Exclusive App Sponsor:**  
300 x 300 tile  
(Will appear in both cellphones  
and tablets.)

# MESSAGING STANDARDS

## **DIGITAL SPONSORSHIP MAY INCLUDE:**

- Description of a product, service or event that is not overly promotional
- Price and value information
- Offers, discounts and tracking language such as a promo code
- Awards and nominations
- Business information such as location, contact info and event dates
- Mission language or an established corporate slogan

## **DIGITAL SPONSORSHIP MAY NOT INCLUDE:**

- Overly promotional or comparative language
- Health claims
- Offensive or suggestive language
- Support for or opposition to a political candidate or ballot initiative
- Expression or viewpoint on a controversial issue
- Language that takes a stand on a matter of public policy
- Ads designed to mimic editorial content

# SPECIFICATIONS AND NOTES FOR DIGITAL SPONSORSHIP

For all display ads, client must supply a destination URL for click-through

Files must be .png or .jpg format

Note that display size, quality, and resolution vary and are dependent on individual pc or mobile device settings

Best design practice is to keep the design clean and simple with images that are readable at small sizes

Keep text to a minimum and avoid using small or elaborate fonts

If the background of the ad is not a color, please frame the banner with at least 1 pixel rule

We have a maximum of 10 avails for website digital sponsors and 3 avails for the app, in order to maintain a healthy number of impressions for each client

Lead time of at least 3 days prior of desired implementation date



NPR News for the Heart of Alabama

## ON-AIR + DIGITAL MEDIA KIT

WBHM | 90.3 FM  
650 11th Street South  
Birmingham AL 35233

[sponsorship@wbhm.org](mailto:sponsorship@wbhm.org)  
(800) 444-9246  
(205) 934-2606  
Fax: (205) 934-5075