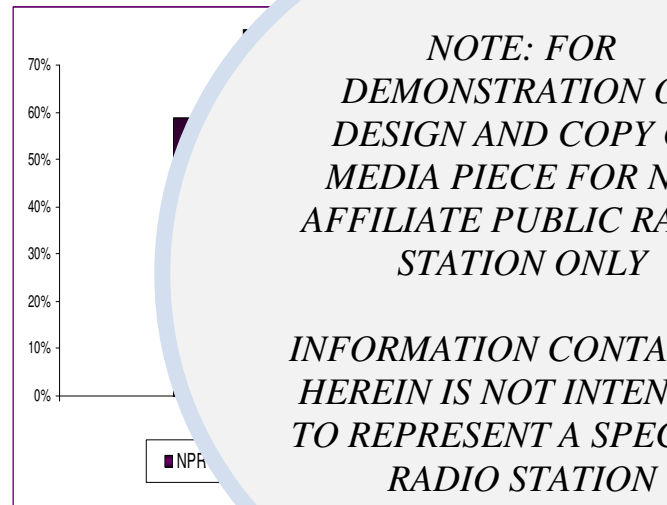


JOIN THE (station name) FAMILY

Insert station
logo

The Public Radio audience

Public Radio listeners are distinguished by a high level of education and professional success. Influential and active in their communities, these "choice" consumers are loyal to businesses that support their station.



*NOTE: FOR
DEMONSTRATION OF
DESIGN AND COPY OF
MEDIA PIECE FOR NPR
AFFILIATE PUBLIC RADIO
STATION ONLY*

*INFORMATION CONTAINED
HEREIN IS NOT INTENDED
TO REPRESENT A SPECIFIC
RADIO STATION*

Our Station

For almost xx years, (station name) has been serving the (region) area with award-winning programming, enriched with local and NPR news updates. With almost XXX,000 weekly listeners, the support of nearly XXX,000 annual members, (station name) also reaches thousands more worldwide through the internet.

Our Website

Enhancing the listening experience is our highly-rated website, www. (station website), which enjoys viewership by a world-wide, tech-savvy audience. Its interactive, rich content includes a 24/7 live internet stream, podcasts, audio broadcasts, on-air personality profiles, program schedules, playlists, events info, and much more.

Benefits of Sponsoring Public Radio

- **Increase your outstanding reputation/ brand image** by supporting a vital and highly valued community resource and cultural institution.
- **High quality program environment** - NPR is considered the gold standard for broadcast journalism - inferred credibility to (STATION NAME)
- **Highly targeted** - educated thought and opinion leaders
- **Appeal to a superior loyal listener**, where listeners support us through membership.
- **No commercial clutter** - credits are not tuned-out and consequently are recalled at a higher-level.

Source: MRI Doublebase 2006
Base: Total U.S. Adults

Call today for more information on how (STATION NAME) can enhance your media campaign, contact: Vickie Smith, (CONTACT INFORMATION)