WHQR 91.3fm
Radio With Vision...Listen And See

Web Ads on WHQR.ORG

Rates
$200 per 10,000 impressions

Why an Impression-Based Model Works for Your Business

WHQR uses an impression-based model (or page views) for its online underwriting. This model helps to ensure that your business gets what it pays for: brand recognition, message delivery, and a clear indication that your business supports WHQR (and creating that desired "halo" effect!). When your business does well, so do we.

Impression-based underwriting provides an incentive for WHQR to have a powerful and effective website. The more traffic our site gets, the more valuable the investment of your marketing dollars. It also provides your company the guarantee that for each spot purchased, your message will be viewed 10,000 times. Paying a monthly fee doesn't provide that guarantee.

WHQR.org is a “News Destination” for Your Customers

Since we redesigned our website, traffic has jumped dramatically. The reason for this is because the site is now focused on delivering the top headlines from WHQR and NPR as well as access to podcasts, playlists, our schedules and much more.

Placement Matters

All underwriting spots are "above the fold," located in the right-center on all of our web pages. We place your underwriting spot directly where the viewer's eye naturally travels.

Design Criteria for Your Web Tile

- Tiles must be 300 pixels x 250 pixels.
- We can use the following formats: JPEG, PNG, GIF, or Flash (.swf).
- Tile must be high-quality formats, preferably by a professional graphic artist.
- Animated gifs or Flash are permitted but must be simple (no moving video or distracting animation).