

# WKAR NPR News Sponsor



*Looking for an affordable way to reach our 90.5 FM Radio Audience?* Consider becoming a WKAR NPR News sponsor. This exclusive sponsorship at the top of each hour on Morning Edition and All Things Considered gives you a 7-second sponsor tag leading into that hour of news.

WKAR radio reaches over 53,000 broadcast listeners each and every week. Of those listeners, 7 out of 10 have a bachelor's degree or higher with a median household income of \$83,700.



- Sponsorship times are 6:04, 7:04 & 8:04 AM and 4:04 & 5:04 PM.\*
- Available Monday through Friday only. Must be purchased in week increments.
- Must purchase a minimum of 12 weeks (do not have to be consecutive).\*\*
- Sample copy: *"WKAR News is supported by...Prima Civitas, catalyst for a competitive, Innovative and Global Michigan."* (20 words max)
- Must meet WKAR and FCC Guidelines

\* Only one spot available per time slot

\*\* Sponsorships may be bumped in favor of longer commitments

## \$100.00/wk

\$1,200 minimum commitment

**To Reserve Your Spot Contact**  
**Melissa Nay**  
**[mnay@wkar.org](mailto:mnay@wkar.org) or 517-884-4761**

