

WKAR Radio



WKAR 90.5 FM radio delivers NPR News and classical music in a noncommercial, educational environment. During the morning and afternoon commutes, WKAR features the nationally acclaimed NPR programs: *Morning Edition* and *All Things Considered*. Also airing, *Current State*, a local news magazine show hosted by Mark Bashore. In the midday and evening hours WKAR carries classical music. Weekends feature a variety of witty and inquisitive shows such as *A Prairie Home Companion*, *Car Talk*, and *Weekend Edition*. Jazz and folk music can be heard on the weekends too.

Listen to WKAR on-air anytime, anywhere

- 90.5 FM News & Classical
- AM 870 News & Talk
- Radio Reading Service
- Live Stream: wkar.org

AM 870 delivers all talk all day. Including *Morning Edition*, *All Things Considered* and *Here and Now*. Also airing is *Current Sports* with AI Martin, WKAR's original, local sports call-in show.

WKAR Radio Underwriting: Philanthropy + Marketing

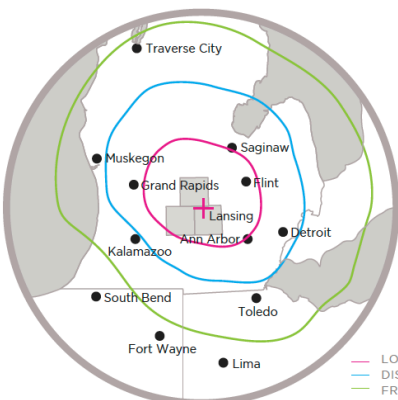
Underwriters are businesses or organizations offering financial support to WKAR and receive media exposure. Underwriting can be described as a marriage of philanthropy and marketing accessing an exceptionally devoted audience which may be hard to reach through other media. Marketing dollars spent on WKAR are tax deductible!

WKAR Radio reaches educated, affluent business professionals in mid-Michigan

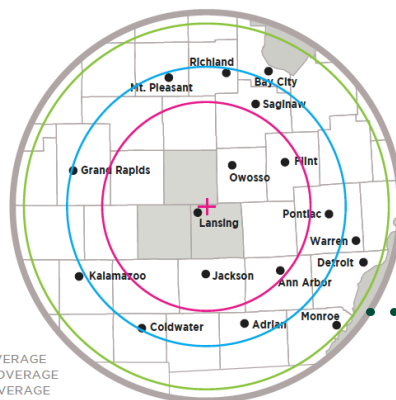
Your WKAR representative will work with you to customize your message and create an effective radio campaign.

- WKAR Radio reaches over 53,000 broadcast listeners every week who listen an average of 8 hours per week
- 7 out of 10 or 70% of listeners have a bachelors degree compared to 28% of US population (35% have a graduate degree)
- \$83,700 is medium household income of the NPR/Classical music listener
- Radio announcements are approximately 15 seconds or 40 words

DAYTIME COVERAGE PATTERN FOR WKAR-AM



COVERAGE PATTERN FOR WKAR-FM



KEY
 - LOCAL COVERAGE
 - DISTANT COVERAGE
 - FRINGE COVERAGE

Call NOW to schedule an appointment to see if WKAR is the right fit for your business

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