



SUSTAINABILITY CAMPAIGN SPECIAL

12 months

15 spots air per week, run of schedule

Sunday through Saturday all day parts, BEST FIRST AVAILABLE

Total of **780** spots

Production of up to four (:15) underwriting spots included

Average cost per spot valued at \$20

Total actual value - \$15,600

MUST BE PAID IN FULL BY September 30, 2017 and SAVE!

Your Radio Sponsorship – \$7,800

61%

Hold a more positive opinion of sponsors that support NPR

85%

Of NPR listeners have taken direct action in response to hearing sponsorship credits

54%

Prefer to buy products or services from NPR sponsors

74%

Discuss content with friends, family and colleagues

87%

Consider public radio "personally important" to them

95%

Take action in response to something heard on NPR



Source: Halo Effect: Greater Public/Jacobs Media 2013; 2013 NPR Underwriting (Halo Effect) Research

Lakeshore Public Media is a 501c3 Non-Profit Organization. Underwriting may be considered a tax-deductible charitable donation. Always check with your advisor.