



Our Top FIVE Countdown of reasons your company's message MUST be heard on Northern Public Radio...

5

We deliver a quality audience!

National Public Radio programming attracts an audience distinguished by its education, earning power, and professional success.

The public radio audience is...

- **115% more likely to have a household income of \$200,000 or more***
- **twice as likely to hold college degrees than the average radio listener in our market****

Our listeners are your choice consumers, savvy business leaders, and influentials who are active in their communities.

*SOURCE: *MRI, Doublebase 2008 ... **Arbitron – Radio Research Consortium, Inc., Rockford TSA, Mon-Sun 6a-12m, 3-survey average: Fall 2008 – Fall 2009*

4

We can share our “halo” of credibility with you.

Through what's known as the “halo effect,” corporate sponsors benefit from their connection to public radio.

“My opinion of a company is more positive when I find out it supports public radio”

80% agree

“When price and quality are equal, I prefer to buy products from companies that support public radio”

75% agree

SOURCE: NPR & Jacobs Media Underwriting Study, Summer 2007

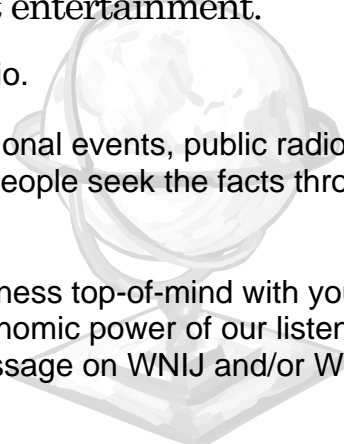
3

We're a trusted source of news, intelligent talk & entertainment.

When the world turns sideways, people turn to public radio.

History shows that in times of major national and international events, public radio's already significant audience grows even larger as more people seek the facts through the matchless in-depth reporting we provide.

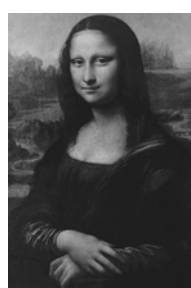
In times of uncertainty, it becomes vital to keep your business top-of-mind with your best customers. Public radio is unequalled in terms of the economic power of our listeners combined with the cost-effectiveness of sharing your message on WNIJ and/or WNIU.



2

Your message stands out!

Your message...



Your message in traditional commercial media...

Your message on public radio!



1

Because it works!

A Movable Feast * Basketcases Unlimited * Blumen Gardens * Bockman's Auto Care * Brio * Cary & Alstadt Architects * Castle PrinTech * Citizens First National Bank * Direct Response Web Solutions * Duck Soup Coop * Elgin Community College Arts Center * Enders Flowers * First National Bank & Trust * Foster & Buick Law Group * Garrett's Café * Gordon Hardware * Great Harvest Bread Company * Heritage Prairie Market * Highland Community College * Illinois Valley Community Hospital * Jeff Keicher State Farm * Ken Spears Construction * Kish Health System * Ladd Upholstery Service * Lincoln Inn * McGreevy Williams * McHenry County College * Members Alliance Credit Union * Mendelssohn Performing Arts Center * Montessori Private Academy * North Central College * Northern Illinois Hospice & Grief Center * Northern Rehabilitation & Sports Medicine * O'Connor Energy * Pearl & Joseph's * Prairie State Women * Prairie View Dental * Princeton Area Chamber Of Commerce * Ralph's Car Wash & Detail Center * Randall J. Menus, Attorney * Raymond James Financial * Re:New DeKalb * Richard L. Turner, Attorney * Rock River Valley Blood Center * Rock Valley College * Rockford Area Association of Realtors * Rockford College * Rockford Coronado Concert Association * Rockford Dance Company * Rockford Health System * Rockford Park District * Rockford Symphony Orchestra * Rouge Wine Cellar & Gifts * Sarah McClelland Apparel * Sauk Valley Community College * ServPro Of Rockford * Spectrum School * Starved Rock Lodge & Conference Center * Sweet Earth Jewelry & Gifts * TAILS Humane Society * TBC Net * The Happy Kingdom * The Law Offices of Jim Black * The Next Picture Show * Thrivent Financial For Lutherans * Tyler's Landscaping * Unitarian Universalists * University of IL Extension * Vintage Illinois Wine Festival * Water Works * Wonderland Books & Toys * Woodstock Mozart Festival * YMCA *

You'll be in good company!