

# DELMARVA PUBLIC RADIO

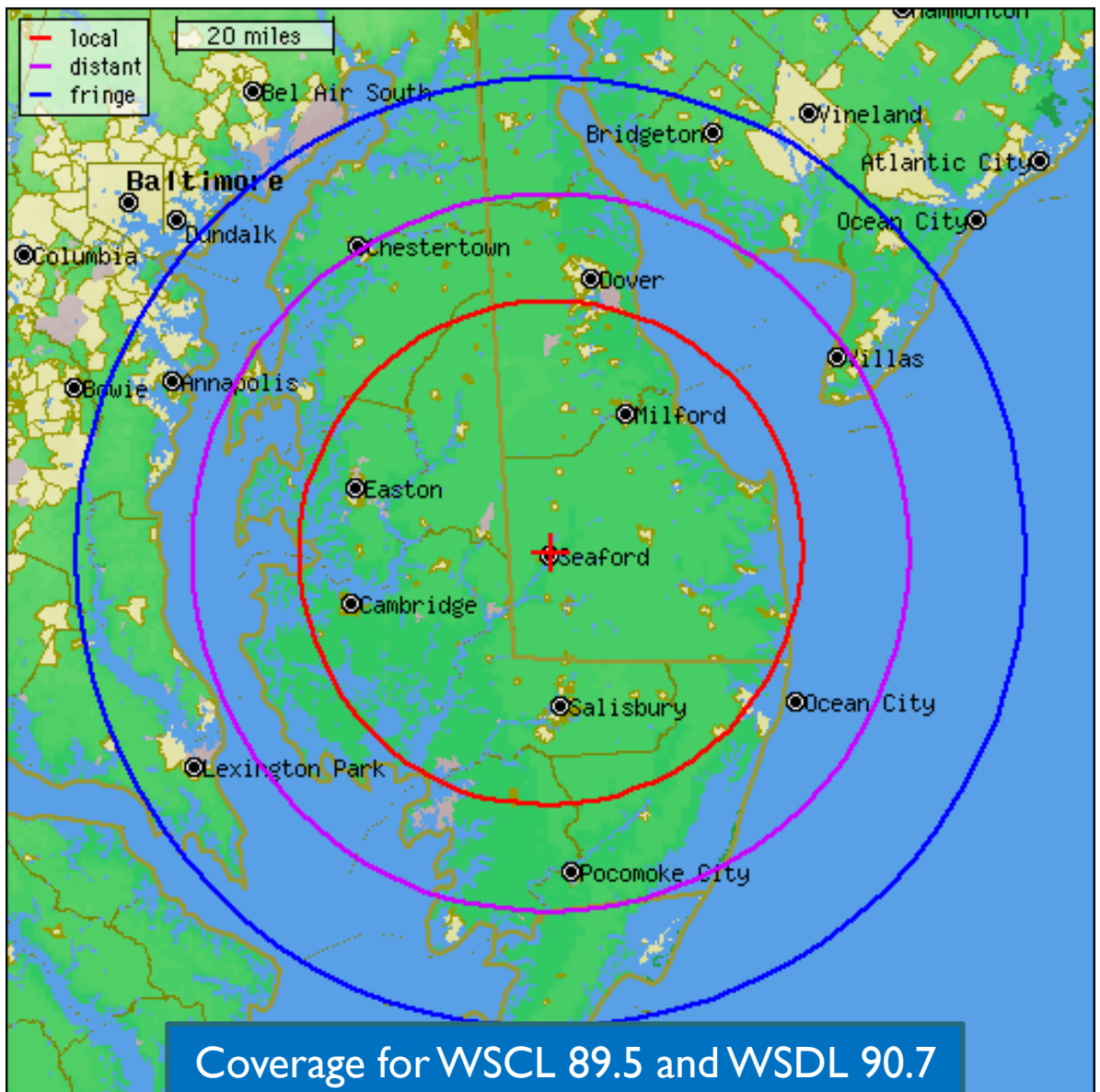
NPR NewsTalk 90.7  
Classical 89.5

Media Kit

[www.delmarvpublicradio.net](http://www.delmarvpublicradio.net)  
410-543-6895

## **We blanket the Eastern Shore of Maryland, Delaware, and Virginia!**

From the Bay Bridge to the beaches, and from Dover to Virginia,  
WSCL and WSDL have Delmarva covered!





# WSCL 89.5 and WSDL 90.7

We inform, educate and entertain

NPR NewsTalk 90.7  
Classical 89.5



- News
- Music
- Ideas
- Arts
- Culture
- Events

**Our loyal listeners average more than 12 hours per week with Delmarva Public Radio.**



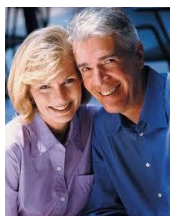
**And they also share that loyalty with the businesses that support Public Radio programming!**

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**The essential quality that distinguishes the NPR audience from others may be best described in a single word: “More.”**

**Our extraordinarily active listeners are driven to learn more, to travel more, to become more involved in their communities, and to do more to influence the world around them.**

**They are also very well-educated. They tend to earn higher incomes than the population at large as a result. Our audience includes both younger and older listeners, but the age cohort most likely to tune into NPR is the Baby Boom generation.**



## Listener Demographics



- **Well educated**
- **Affluent**
- **Active**
- **Informed**
- **Involved**
- **Professional**
- **Discerning**



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**45,000 listeners each week  
are loyal to Delmarva Public Radio.**

**And these high-powered consumers  
extend that loyalty to businesses that share their  
passion and support of Public Radio!**

**Connect with key consumers you most want to reach!**

## **Corporate Underwriting Benefits**

### **Niche Targeting**

**Connect with the key consumers you most seek.**

### **No Ad Clutter**

**Only 8 announcements per hour provide greater impact.**

### **Powerful Branding**

**Showcase your message within compelling programming.**

### **Customer Loyalty**

**Our listeners support businesses that support Public Radio.**

### **Efficient and Cost-Effective**

**More value for the dollar as we deliver your best customers!**





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Classical 89.5

## Rates

**Drive Time:** **\$30**  
**M-F, 6a-9a, 4p-7p**

**Drive Time Plus:** **\$25**  
**M-F, 6a-8p**

**Weekends:** **\$20**  
**Saturday-Sunday**

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**A value-driven investment that provides your business  
a high profile alliance with the customers  
you most want to attract!**

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## Advertising Agency Rates

**Drive Time:** **\$40**  
**M-F, 6a-9a, 4p-7p**

**Drive Time Plus:** **\$35**  
**M-F, 6a-8p**

**Weekends:** **\$30**  
**Saturday-Sunday**

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