

Local Business Partners Program



**BLUE RIDGE
PUBLIC RADIO**
NEWS ■ CLASSIC
 FOR WESTERN NORTH CAROLINA

Connect with
100,000 people



Keep it
local



Grow
your business



Take Your Business To New Heights

Blue Ridge Public Radio is committed to help locally owned businesses in Western North Carolina. This program showcases local businesses to our unique NPR audiences. BPR News and BPR Classic offer you more of the customers your business wants. No other advertising medium offers the size of audience that meets your desired demographic. Public radio's distinctive format and riveting content mean listeners don't tune away from your business's message. With BPR News and BPR Classic your business connects with new and existing customers.

The Benefits Of BPR

With two stations, a website and streaming app, BPR will work to insure your business will be seen and heard by its core audience. You will receive an effective on-air schedule promoting your business, a listing on our website that includes a Local Business Partner badge, map locator, business description, logo, link and contact information. We will also provide a window decal you can display at your business. And most importantly, we will promote the program on-air, informing listeners to look for the Local Business Partner icon when they shop local.

3 Months, 7 weeks, 56 spots

6 Months, 13 weeks, 156 spots

12 Months, 26 weeks, 416 spots

morning drive-time • mid-day BPR Classic
mid-day BPR News • afternoon drive-time



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