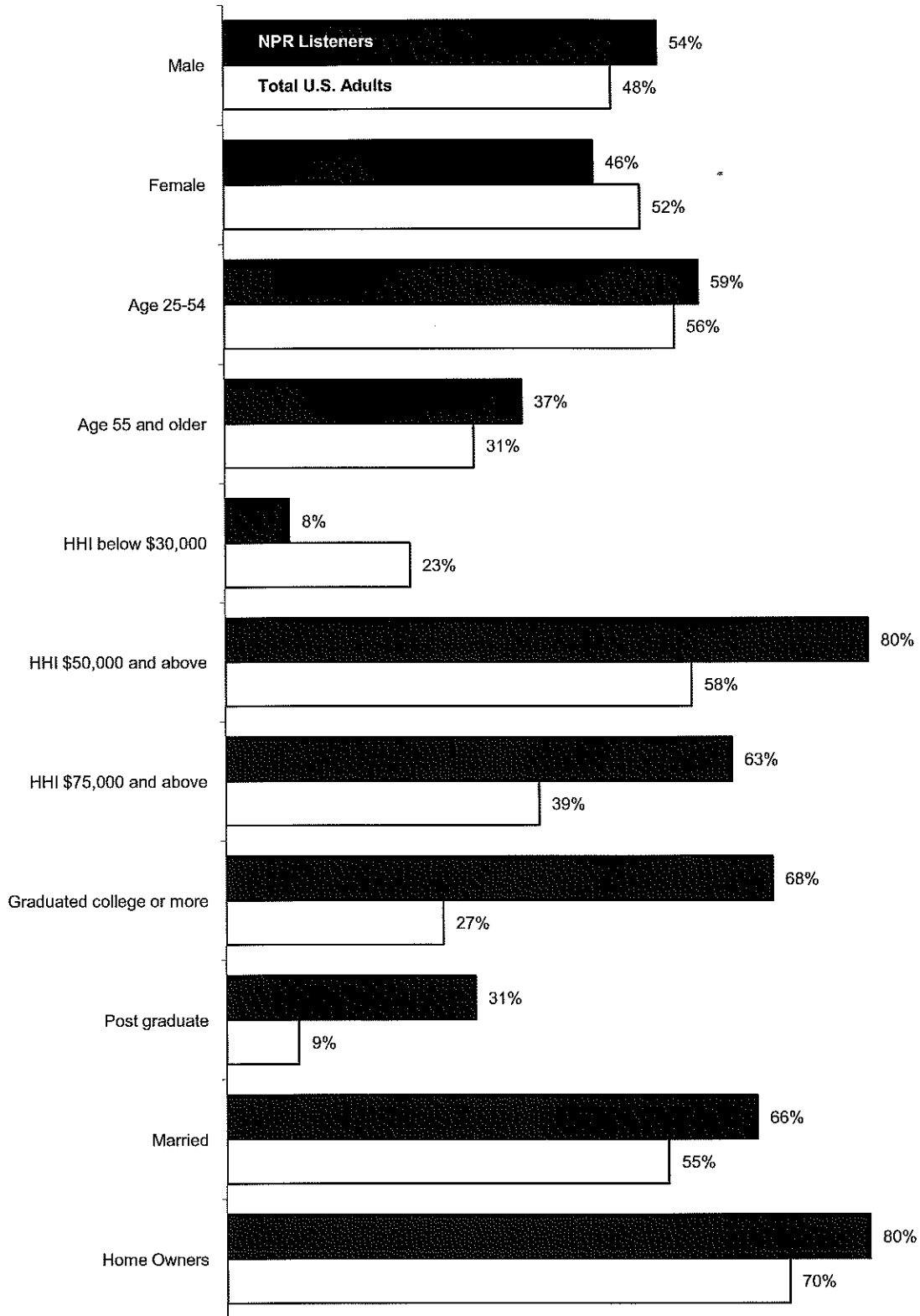


Key Demographics

NPR Listeners vs. U.S. Adults % Composition



Reads: 54% of NPR listeners are male.
Base: U.S. Adults 18+

NPR Audience Insight and Research
SOURCE: GfK MRI Doublebase 2010



PREMIUM UNDERWRITING PACKAGES

Promo packages are designed with 3 specific goals: to offer you the best rates at the station, guarantee you that your business's message gets heard multiple times, and put your voice on the air. *ALL packages include web ad on whqr.com homepage and a link on underwriter's page.*

Option I – Build Your Image – \$2500 Total Contract Value

Includes: **\$10/spot**
 250 spots, Run of Station (6a-10p)
 30 Second Promo
 Must Commit to a 3, 6, or 12 Month Contract Period
 *1/3 of Spots Guaranteed Drive Time Hours

Effect: increase corporate citizenship; strengthen brand recognition by an upscale audience vested in WHQR; message will be heard by the **Top, Middle, and Bottom thirds** of our daily audience *multiple* times.

Option II – Make an Impact – \$4500 Total Contract Value

Includes: **\$18/spot**
 250 spots, Day Time (7a – 8p)
 30 Second Promo
 Must Commit to a 6 or 12 Month Contract Period
 *1/2 of Spots Guaranteed Drive Time Hours

Effect: primarily target well-informed professionals, increase corporate citizenship, strengthen brand recognition by an upscale audience, message will be heard by the **Top and Middle thirds** of our daily audience *multiple* times.

Option III – Reach the Top – \$6750 Total Contract Value

Includes: **\$27/spot**
 250 spots, Drive Time (6a-9a, 2p-6.30p)
 30 Second Promo
 Must Commit to a 6 or 12 Month Contract Period
 *All Spots Guaranteed Drive Time Hours

Effect: target only the maximum number (36-40k) of WHQR listeners; creative, affluent, well-informed professionals and decision makers, increase corporate citizenship, strengthen brand recognition by an upscale audience, message will be heard by the **Top and Middle thirds** of our daily audience *multiple* times.

whqr.org — 910.343.1640



STANDARD PRICING AND A LA CARTE RATES

Similar to our premium packages in terms of audience, standard pricing allows your business to design a marketing package that helps achieve your business goals according to a plan customized for exposure. *ALL underwriting packages include [web ad on whqr.com homepage](http://web.ad.on.whqr.com/homepage) and a [link on underwriter's page](#).*

Drive Time (6a – 9a & 4p – 7p)

	<u>13 weeks</u>	<u>26 weeks</u>	<u>52 weeks</u>
5 x week:	\$26 per spot (65 spots) \$1,690 Total	\$24 per spot (130 spots) \$3,120	\$22 per spot (260 spots) \$5,720
10 x week:	\$24 per spot (130 spots) \$3,120 Total	\$22 per spot (260 spots) \$5,720	\$20 per spot (520 spots) \$10,400

Day Time (7a – 8p)

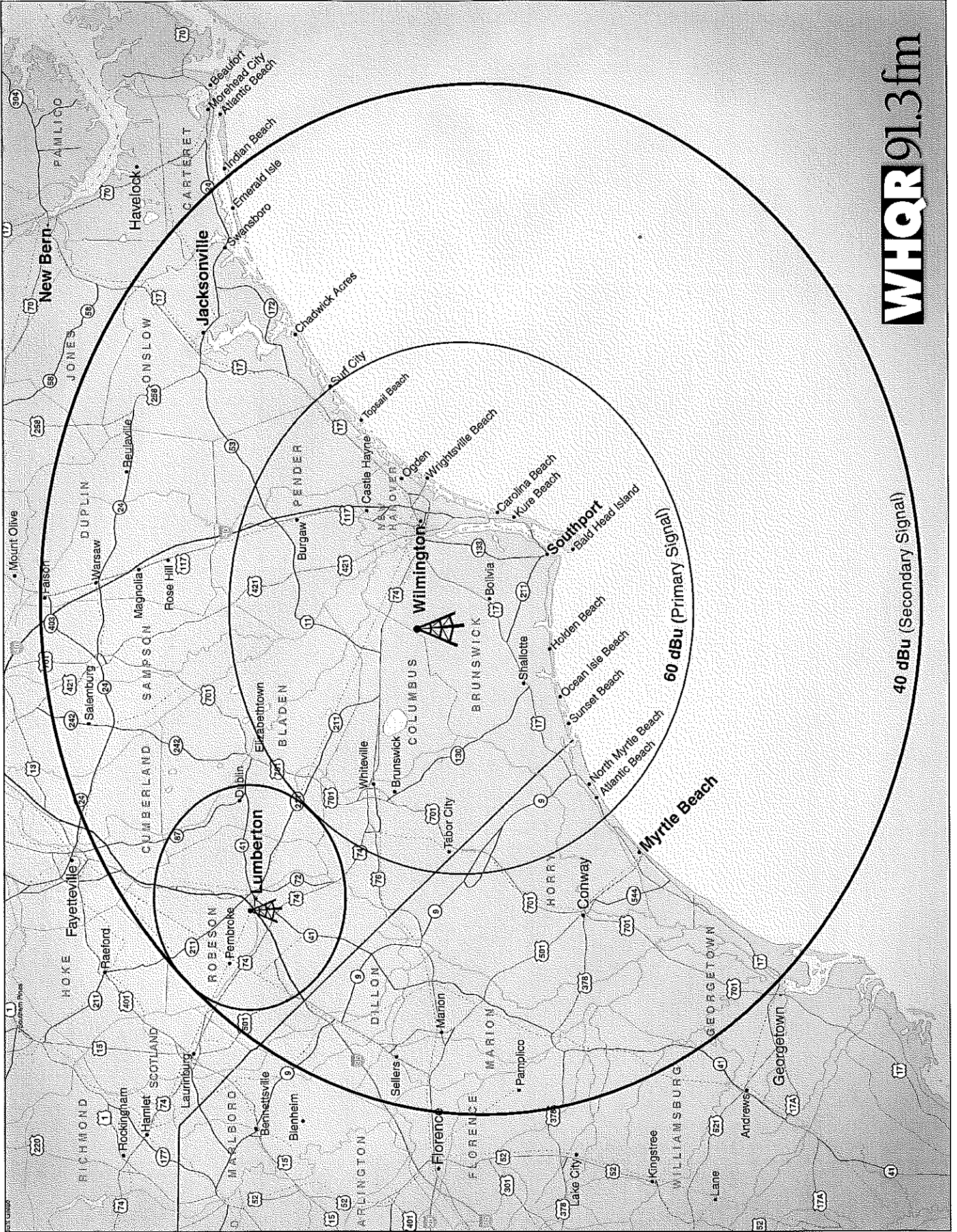
5 x week:	\$21 per spot (65 spots) \$1,365 Total	\$20 per spot (130 spots) \$2,600	\$19 per spot (260 spots) \$4,940
10 x week:	\$19 per spot (130 spots) \$2,470 Total	\$18 per spot (260 spots) \$4,680	\$17 per spot (520 spots) \$8,840
15 x week:	\$17 per spot (195 spots) \$3,315 Total	\$16 per spot (390 spots) \$6,240	\$15 per spot (780 spots) \$11,700

Run of Station (6a – 10p)

5 x week:	\$16 per spot (65 spots) \$1,040 Total	\$15 per spot (130 spots) \$1,950	\$14 per spot (260 spots) \$3,640
10 x week:	\$14 per spot (130 spots) \$1,820 Total	\$13 per spot (260 spots) \$3,380	\$12 per spot (520 spots) \$6,240
15 x week:	\$12 per spot (195 spots) \$2,340 Total	\$11 per spot (390 spots) \$4,290	\$10 per spot (780 spots) \$7,800

ASK US ABOUT SPONSORING A SINGLE PROGRAM!!

whqr.org — [910.343.1640](tel:910.343.1640)



WHQR 91.3fm

60 dBu (Primary Signal)

40 dBu (Secondary Signal)