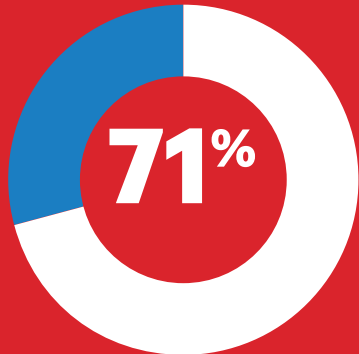
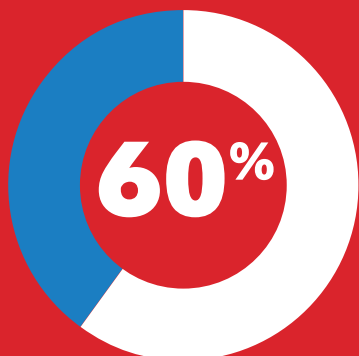


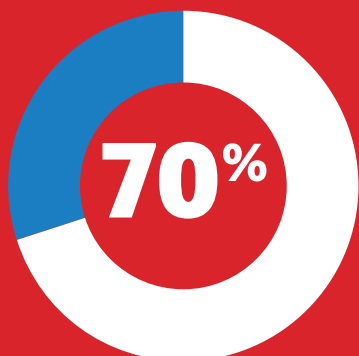
Listeners connect with Public Radio sponsors



Hold a more positive opinion of companies that support NPR



Agree NPR is selective about companies that sponsor its programming



Prefer to buy products or services from NPR sponsors

LISTEN

NPR is informative and influential. People who listen to NPR programs are inspired to act on what they hear, and sponsors also benefit from that motivation.

- **52%** of listeners considered a new product or service.
- **44%** gathered more information about a company or product.
- **41%** visited a sponsor's website.
- **39%** shopped at a particular store or location mentioned.
- **36%** purchased a product or service for personal use.

WGCU 90.1/WMKO 91.7 - News & Information

Monday - Friday Dayparts

BBC World Service	3am-5am	\$15
Morning Edition	5am-6am	\$40
Morning Edition-BBC Newshour	6am-10am	\$105
1A-Fresh Air-Gulf Coast Life-Here&Now	10am-4pm	\$85
All Things Considered-MarketPlace	4pm-7pm	\$105
Fresh Air, Evening programming	7pm-9pm	\$25
Evening programming	9pm-12am	\$20
Overnight programming	12am-3am	\$15
Rotate spots Monday-Friday	6am-7pm	\$95
Rotate spots Mon-Fri Drive Time	6-10am & 3-7pm	\$100

Weekend Dayparts

Morning programming	6am-8am	\$60
Weekend Edition	8am-10am	\$75
Daytime programming	10am-5pm	\$70
Weekend All Things Considered	5pm-6pm	\$55
Evening programming	6pm-9pm	\$25

WGCU 90.1/WMKO 91.7 & HD3 - Classical Music

Monday to Sunday Dayparts

Daytime	6am-6pm	\$25
All Day	24 hour	\$20

Figures above and at left from the NPR Sponsorship Survey conducted in March 2017 by Lightspeed Research. Rate card effective April 2020.

WGCU
PUBLIC MEDIA

Special multi-media packages available.
See your sales representative for current rate plan.

Rachel Peacock rpeacock@wgcu.org

10501 FGCU Blvd. South | Fort Myers, FL 33965 | wgcu.org