



WHY



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WHYY is the Philadelphia DMA's leading public media provider and NPR/PBS affiliate, serving Southeastern Pennsylvania, Southern New Jersey and all of Delaware with news, information, education and arts & culture content - on radio, television, online and in the community.

Corporate underwriting on WHYY is an effective and efficient way to increase your organization's visibility among a targeted, influential audience. **Underwriting can help build brands, announce events, recruit and retain staff and more** - all in a highly uncluttered environment. Studies show that the NPR and PBS audiences prefer to do business with companies that support non-profit public media.



REACH THE REGION'S MOST EDUCATED, AFFLUENT AND ENGAGED INDIVIDUALS WITH WHYY

OPTIONS INCLUDE:

- ON-AIR MESSAGES ON **WHYY-FM** AND **WHYY-TV**
- BANNERS ON **NEWSWORKS.ORG** AND
- **WHYY.ORG**, EVENT SPONSORSHIPS AND MUCH MORE

WHY UNDERWRITE...

- The largest public media audience in the Greater Philadelphia region
- A loyal audience that is affluent, educated and influential
- A distinctive and effective way to reach your target customer without commercial clutter
- An association with the brand strength of PBS, NPR and WHYY
- Multiple platforms for your message
- A powerful addition to your marketing plan



579,979 listeners tune-in each week	UNDERWRITING MESSAGES ON WHYY-FM	<i>WHYY-FM delivers a uniquely thought-provoking and enriching line-up of local, national and world news and information. Programming includes flagship NPR programs such as Morning Edition and features WHYY productions including Fresh Air, Radio Times, NewsWorks Tonight and more.</i>
811,135 viewers tune-in each week	UNDERWRITING MESSAGES ON WHYY-TV	<i>WHYY-TV offers award-winning news, dramas, documentaries, children's shows and more. With a line-up that features WHYY's productions - On Tour, Friday Arts and First - and the best of PBS, from Sesame Street to Masterpiece Theatre, WHYY-TV engages and informs viewers of all ages.</i>
More than one million page views per month	WEB BANNERS ON NEWSWORKS.ORG	<i>NewsWorks.org is WHYY's online news and information service. NewsWorks offers insights and stories from Greater Philadelphia, New Jersey and Delaware and includes dedicated sections on health and science, arts and culture, politics and more.</i>
400,000 page views per month	WEB BANNERS ON WHYY.ORG	<i>WHYY.org is the go-to site for online content with on-demand access to many local and national TV and radio programs. It is also a valuable reference for program schedules, event lists and, member discounts.</i>
43,000 subscribers	BANNERS IN E-NEWSLETTER	<i>WHYY's weekly e-newsletter for members highlights upcoming programs and specials on WHYY-TV and WHYY-FM, and provides information on member events and exclusive ticket offers.</i>



Source: Scarborough, Philadelphia 2016 (Feb 2015 - Jan 2016)
 WHYY-FM 6AM-Mid Mon-Sun cume, WHYY-TV 4AM-2AM Mon-Sun cume and Google Analytics

FOR MORE INFORMATION VISIT why.org/underwriting OR CONTACT:
 Roseann Oley, VP Institutional Advancement, at 215.351.1223 or roleyn@why.org



TV and FM pledge drives	CORPORATE CHALLENGE	<i>Show your support of WHYY during a membership pledge drive. In addition to being a team-building opportunity for your staff, your organization will receive frequent company mentions throughout the challenge recognizing your generosity.</i>
Encourage employee support	MATCHING GIFTS PROGRAM	<i>Join leading companies that match their employees' contributions to WHYY. This encourages support and demonstrates the value your organization places on public media.</i>
On-site exposure	EVENT SPONSORSHIP	<i>WHYY hosts events each year, many that include sponsorship opportunities. A featured event is the WHYY President's Dinner which attracts 300 executives and major donors. Other events include screenings, program previews and political forums.</i>
4,100 square foot meeting space	FACILITY RENTALS	<i>The Dorrance H. Hamilton Public Media Commons at WHYY is suited for a wide range of corporate events and meetings. It can accommodate up to 300 guests and features full-service television production capability and a 16-by-9-foot high-definition screen.</i>



WHYY-FM is the region's only NPR affiliate focused exclusively on news and information. Our format combines regional news from WHYY's award-winning news team with signature programming covering national and world news - *Morning Edition* and *All Things Considered*, *Marketplace*, *the BBC NewsHour*, and many more.

WHYY's original programming plays a significant role in the WHYY-FM line up - *Fresh Air with Terry Gross*, *Radio Times with Marty Moss Coane*, *NewsWorks Tonight*, *The Pulse*, *Voices in the Family* and *You Bet Your Garden*.

WHYY-FM can be heard on 90.9 FM, through the live stream available on WHYY.org and through most smartphone radio apps. The station can also be heard throughout South Jersey on WNJB 89.3 Bridgeton, WNJN 89.7 Atlantic City, WNJZ 90.3 Cape May Courthouse, WNJM 89.9 Manahawkin, and WNJS 88.1 Berlin.



TARGET YOUR IDEAL AUDIENCE

WHYY-FM REACHES 579,979 UNDUPLICATED LISTENERS EACH WEEK.
55% MALE AND 45% FEMALE.
51% ARE BETWEEN THE AGES OF 21 AND 54.

LISTENERS ARE...

AFFLUENT

37% earn an annual household income of \$100,000 or more
 40% own a home valued at \$250,000 or more

EDUCATED

53% are college graduates
 29% have post-graduate degrees

CULTURALLY ENGAGED

19% visited an art museum in the past year
 28% attended live theatre in the past year
 48% have traveled outside of U.S. in past 3 years

PHILANTHROPIC

18% contributed to arts/culture organizations
 20% contributed to healthcare/medical organizations
 30% have done volunteer work in the past year
 13% donate money or time to environmental causes

VOTING

82% always vote in presidential elections
 58% always vote in statewide elections
 42% always vote in local elections

Source: Scarborough, Philadelphia 2016 (Feb 2015-Jan 2016) WHYY-FM 6AM-Mid Mon-Sun cume

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WHYY-TV has been the trusted source for award-winning, quality television programming for more than 50 years. We offer engaging, uncluttered content - beloved children's programming such as *Sesame Street* and *Clifford the Big Red Dog*, trusted news and information including *PBS NewsHour*, *NOVA* and *Frontline*, and signature arts and entertainment from Masterpiece Theater's *Downton Abbey* and *Great Performances* to *Antiques Roadshow* and *This Old House*.

WHYY-produced programs are a vital part of the WHYY-TV line-up, bringing a spotlight on the region's rich and diverse arts, entertainment, culinary and political scenes. Programs include *First*, *Flicks*, *Friday Arts*, *On Tour*, *On Stage at Curtis*, and *Articulate*.

In addition to cable, WHYY's programming is available over the air free to the public on channel 12 and on WDPB-TV, channel 64, in southern Delaware.



FROM SESAME STREET TO MASTERPIECE: AN AUDIENCE THAT VALUES EDUCATION AND THE COMMUNITY

811,135 VIEWERS TUNE-IN TO WHYY-TV EACH WEEK.
50% ARE MALE AND 50% ARE FEMALE.
76% ARE ADULTS 35 OR OLDER.

THE PRIMETIME VIEWING AUDIENCE IS...

AFFLUENT

22% earn an annual household income of \$100,000 or more
31% own a home valued at \$250,000 or more

EDUCATED

17% are college graduates
14% have post-graduate degrees or completed some post-graduate work

CULTURALLY ENGAGED

26% attended live theater in the past year
18% attended the Philadelphia Art Museum

PHILANTHROPIC

14% contributed to arts/culture organizations
20% contributed to social care/human services
30% have done volunteer work in the past year
18% donate money or time to environmental causes

VOTING

79% always vote in presidential elections
57% always vote in state wide elections
50% always vote in local elections

* Scarborough, Philadelphia 2016 (Feb 2015 - Jan 2016) WHYY-TV 4AM-2AM Mon-Sun cume

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WHYY DIGITAL UNDERWRITING

WHYY coverage extends well beyond broadcast.

NewsWorks.org is WHYY's online home for news achieving nearly one million page views per month.

WHYY.org is the go-to site for live-streams, podcasts and WHYY membership information with nearly 400,000 page views per month.

PlanPhilly.com expands WHYY's coverage by focusing on the built and natural environments in Philadelphia. The site garners more than 200K page views per month

These sites, and well as WHYY's weekly e-newsletter, offer web banners - all in a highly uncluttered environment.

AD UNIT	COST	AVAILABLE ON	SPECS
Medium Rectangle	\$10 CPM	WHYY.org, NewsWorks, PlanPhilly.com	300 x 250 px width x height .gif, jpg, and FLASH. May rotate up to 3 cycles and then must stop on final frame
Leaderboard	\$10 CPM	WHYY.org, NewsWorks, PlanPhilly.com	728 x 90 px width x height .gif, jpg, and FLASH. May rotate up to 3 cycles and then must stop on final frame
Newsletter Rectangle	\$100/week	Newsletter	300 x 250 px width x height .gif or jpg, static only
15 sec. Audio and Medium Rectangle	\$1,250 - 2,250 per week	Live Stream	300 x 250 px width x height .gif, jpg, and FLASH. May rotate up to 3 cycles and then must stop on final frame
15 sec. Audio Pre-Roll	\$450/week	Run of Podcasts	

All rates are net. Effective July 2017.



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NOTES

- Underwriting message copy is regulated by the Federal Communications Commission (FCC) and is intended to “fully and fairly disclose the true identity” of all program funders.
- WHYY reserves the right to refuse any underwriting message if it is in violation of station guidelines, FCC guidelines or is inconsistent with the station environment and sound.
- If WHYY viewers/listeners raise concern with any underwriting messages, the content will be immediately reviewed. The decision to continue airing the credit is at the discretion of station management and based on management’s interpretation of underwriting guidelines and FCC policy.

FM AND TV COPY GUIDELINES

- Underwriters must be identified by name.
- The message must clearly state the underwriter’s support of WHYY.
- The message may include factually, value-neutral descriptive, information about the underwriter’s products, product line or services. The information may not be qualitatively or promotionally descriptive.
- The message may include the underwriter’s well-established, trademarked corporate tagline.
The message may include brand or trade names that help identify the underwriter, but that do not promote nor induce to buy.
- The message may not include:
 - Superlatives or comparatives, such as bigger or best
 - Calls to action or inducements to action
 - Comparison with other products or businesses
 - References to prices
 - Third-party endorsements
 - Political messaging or the views of any person with respect to any matter of public importance or interest
- The message may include one phone number and/or a Web address, but no call-to-action may accompany it.
- Talent from WHYY will voice underwriting messages at no additional charge.

ADDITIONAL GUIDELINES FOR UNDERWRITING MESSAGES ON WHYY-TV

- Corporate logo, support statement and phone number/web address may be visual and/or audio.
- Plausible, appropriate and value-neutral backgrounds may appear behind corporate logos or products.
- Company spokespersons may appear on camera or provide voiceover for underwriting messages.

