



# CINCINNATI PUBLIC RADIO

## MEDIA KIT

News & Classical Radio | Digital | Newsletter | Events

**Cincinnati Public Radio is the trusted, independent source of journalism, music, and culture, empowering a vibrant, engaged, and informed community.**

### CONTACT US:



(513) 419-7110



[sponsorcinradio.org](https://www.sponsorcinradio.org)



# CINCINNATI PUBLIC RADIO

## Independent. Noncommercial. Mission-Driven.

Influential leaders, cultural arbiters, and lifelong learners draw information and inspiration from Cincinnati Public Radio, a multiplatform forum for diverse perspectives and wide-ranging topics.

- 91.7 WVXU and 88.5 WMUB: The region's NPR® news source talk and entertainment from top-quality public media producers, award-winning local independent journalism
- 90.9 WGUC: Cincinnati's only classical music station, a beacon for local arts and culture

The educational mission of Cincinnati Public Radio anchors the passionate bond our community shares with us.

### Stand Out and Inspire Action

In public radio's clutter-free environment, listeners pay attention throughout short sponsorship breaks.

Per hour, an average of 3 minutes of local sponsor messages air vs up to 18 minutes of advertising on commercial radio.

### Coverage of Greater Cincinnati and Tri-State

With additional coverage into the Great Miami Valley from WMUB repeating the WVXU signal.

### Sponsorship Generates Results

Your support builds a connection with audiences, instilling a "halo effect" that drives brand lift and preference:

- 74% hold a more positive opinion of a company that support public radio\*
- 73% prefer to purchase products and services from public radio sponsors\*
- 74% find public radio sponsors to be more credible companies\*

### Common Threads

Our listeners are Educated, Influential, Affluent, Cultural, and Community-Minded

# 91.7 WVXU and 88.5 WMUB

## NPR® for Greater Cincinnati

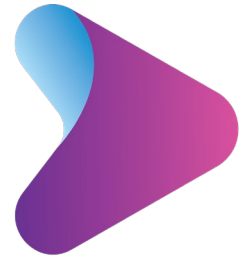
91.7 WVXU and 88.5 WMUB bring NPR's rigorous journalism and storytelling mastery, characterized by depth and breadth in content, to Greater Cincinnati. WVXU's award winning local journalists apply the same standard of quality to regional news coverage.

A mix of programs from top public media producers connects listeners to the issues of the day and people of the world, including NPR's Morning Edition and All Things Considered.

Cincinnati Edition, WVXU's original newsmagazine, covers a range of topics including regional government, business, education, health, technology and the arts. Thought-provoking ideas and entertainment from the likes of This American Life, Wait Wait...Don't Tell Me!, and Fresh Air keep curious minds stimulated.

### Marketing Opportunities

- :20 and :10 radio messages written in an objective style that public radio listeners expect and appreciate.
- Program specific sponsorships
- A suite of digital marketing solutions
- Special events sponsorships



# 91.7 WVXU NEWS

### Audience Profile

#### Educated

**52%** more likely to have a college degree<sup>1</sup>

#### Influential

**128%** more likely to work in a professional and related occupation<sup>1</sup>

#### Affluent

**90%** more likely to earn HHI of \$250,000 or more<sup>1</sup>

#### Cultural

**83%** more likely to attend live theater<sup>1</sup>

#### Community-Minded

**200%** more likely to contribute to an arts or cultural organization<sup>1</sup>

<sup>1</sup>MRI-Simmons Doublebase Fall 2024, among custom NPR News audience, Base: Total US Adults

# 90.9 WGUC

## Cincinnati's Only Classical Station

With music for the heart, mind and spirit, 90.9 WGUC makes classical music accessible with friendly and insightful commentary.

A welcoming guide to Greater Cincinnati's vibrant and extensive cultural life, WGUC supports arts and culture in Cincinnati and is home to broadcasts of performances by the Cincinnati Symphony Orchestra, Cincinnati Opera, the May Festival and the nationally-recognized educational outreach program Classics for Kids®.

Engage Music Connoisseurs difficult to reach on other media:

- 86% choose WGUC as their exclusive station<sup>1</sup>

With minimal audience duplication, the addition of WVXU/WMUB to a WGUC campaign greatly expands reach<sup>1</sup>

### Marketing Opportunities

- :20 radio messages written in an objective style that listeners expect and appreciate.
- Sponsorship of the numerous broadcasts of local concerts
- A suite of digital marketing solutions
- Special events sponsorships



**90.9 WGUC  
CLASSICAL**

### Audience Profile

#### Educated

**98%** more likely to have a college degree<sup>2</sup>

#### Affluent

**72%** more likely to earn HHI of \$250,000 or more<sup>2</sup>

#### Cultural

**251%** more likely to visit a symphony concert or opera<sup>2</sup>

#### Community-Minded

**184%** more likely to contribute to an arts or cultural organization<sup>2</sup>

<sup>1</sup>Nielsen, PPM Analysis Oct 2025, P6+ M-Su 6A-12A  
<sup>2</sup>MRI-Simmons Doublebase Fall 2024, among custom NPR News audience, Base: Total US Adults

## Digital Advertising Solutions

Cincinnati Public Radio offers a suite of digital marketing solutions to help advertisers reach, connect, and attract new retail and business customers wherever and whenever they are consuming content online for entertainment, news, shopping, or social engagement.

If your current digital marketing efforts are falling short in driving traffic to your website or business, or conversion rates have room for improvement, we offer digital advertising solutions, including backend reporting to show results to adjust your digital marketing strategy.



### Display

Static or animated banner ads in various sizes shown across a range of devices



### Video

Video commercials played before, during or after content, shown across devices.



### Geofencing/Video Geofencing

Display or video ads shown in a defined virtual fence on devices with location services enabled.



### Search Engine Marketing (SEM)

Ads on search engine results pages; also referred to as pay-per-click (PPC) or paid search.



### CTV (Connected TV)

Short video ads served during premium content on connected TV devices.



### OTT (Over-the-Top)

Video commercials airing before, during, or after content on TVs or internet-streaming devices.



### Streaming Audio

These 15- or 30-second ads play between songs on third-party digital music and podcast platforms.



### Location-Based Retargeting

Reach visitors who entered your geofences, up to 30 days in the past.



### Meta (Facebook & Instagram)

Reach a broad and customizable audience with ads across Meta's popular platforms.



### Social Display

These popular and engaging ads look exactly like social media posts but appear as display ads.



### LinkedIn

Find professionals using the LinkedIn network's highly customizable targeting.



### YouTube

Reach customized and engaged audience on the No. 2 search website.



### Email Marketing

Easily integrate this highly effective marketing channel into your advertiser campaigns.



### Creative Services

Don't have a design team? Our experts can produce content, including display ads in all sizes and custom campaigns.

## CPR Owned & Operated Digital Package

An appreciable and growing number of CPR's community stream and follow 91.7 WVXU and 90.9 WGUC online. To reach this digital-centric community, CPR offers a digital sponsorship package that exclusively targets this affluent, cultural, educated, civic-minded, and charitable audience and includes the following tactics.



### Digital Streaming

Cincinnati Public Radio amplifies your message within our podcasting platform and other streaming content using leading services like StreamGuys and Adswizz.



### WVXU Daily View Newsletter

A curated snapshot of the day's need to-know news in an easy-to-read format delivered each weekday morning, straight to your inbox.



### Mobile App

The CPR app brings streams from both WVXU and WGUC all in one place! You can explore on-demand content, search playlists, check out display ads, and catch up on the happenings in the community.



### Website

Both [wvxu.org](http://wvxu.org) and [wguc.org](http://wguc.org) offer streaming, program schedules, and the latest updates from across Greater Cincinnati - along with display ads that connect your brand to our local audience.

## Event Space

**Event Space at our headquarters, the Scripps Family Center for Public Media.**

Featuring the city's first mass timber construction and the only mass timber broadcasting facility in the country, the Scripps Family Center for Public Media features a first-floor event space that accommodates 120 people seated or 500 standing.





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