

WMNR Fine Arts Radio

2024 Media Kit

A Compelling Audience, A Compelling Opportunity

Audience

WMNR Fine Arts Radio is a non-profit, listener supported public radio station that has served Connecticut and portions of New York since 1982. Based in Monroe, Connecticut, our mission is to provide our members and listeners with the finest blend of Classical, Broadway, Jazz and Folk music that is curated by our team of volunteer broadcasters. Our terrestrial signal covers six counties in Connecticut including Fairfield, New Haven, Hartford, Litchfield, Middlesex and New London in addition to Suffolk and Westchester counties in New York. Our potential terrestrial audience reach is approximately 1.2 million while our streaming reach is global as more listeners engage everyday with WMNR via smart speaker, phone or PC.

Our audience consists primarily of baby boomers aged 50 and above, considered to be “Cultural Connoisseurs” who support fine arts and appreciate hearing about and attending regional music, theater, film, art and educational events taking place in the community. Since we are not an NPR station, we don’t feature news, weather or traffic reports but simply focus on the music that our listeners appreciate.

Our media partnerships include many arts and cultural organizations around the region including symphonies, theater groups, educational institutions, senior living communities and commercial businesses. A listing of our underwriting sponsors is included on our website at www.wmnr.org.

Media Partnerships

WMNR offers many ways for our sponsors to engage our listeners with their messages about their organizations, events or businesses.

Paid Announcements

Non-profit run of schedule underwriting announcements air Monday - Sunday 8:00 am to 8:00 pm. A :30 second announcement rate is \$36.00 (10+) or \$41.00 (5-9x) A :15 second announcement rate is \$19.00 (20+) or \$22.00 (10-19x).

For profit run of schedule underwriting announcements air Monday - Sunday 8:00 am to 8:00 pm. A :30 second announcement rate is \$46.00 (10+) or \$51.00 (5-9x) A :15 second announcement rate is \$29.00 (20+) or \$33.00 (10-19x).

Customized Packages

We recommend 10+ announcements for a one time event. For consistent branding messaging about your service or business, we offer customized packages.

You may request placement during specific times (e.g. morning drive 8:00-10:00 am or afternoon drive 4:00 -6:00 pm), weekends or during specific programming.

Paid announcements from WMNR are a trusted source of information and we will assist in writing copy to adhere with policies governed by the Federal Communications Commission (FCC). These policies are established to preserve the non-commercial spirit of WMNR. Copy may include a description of your business, service or sponsored event including address, website and phone information.

Media Exchanges

WMNR will honor in kind trades with our partners on a one to one equal basis. Our goal is to heighten the awareness of your organization and we appreciate reciprocal marketing efforts by including a WMNR logo in your program guide, website or social media. We will exchange airtime for an equal trade value of your publication or digital assets and we also select media partners to be profiled in our bi-weekly newsletters at no cost. WMNR also offers live ticket giveaways as a service for our media partners.

Fine Arts Forum

Fine Arts Forum is a Sunday evening show that highlights arts and cultural organizations within the region. The one hour program includes an interview with a key member(s) of your organization interspersed with music or other relevant content. Fine Arts Forum is promoted via our social media, email blasts, website and

on air promotional spots. There is no cost for the program and it serves as a valuable way to introduce your business, new season or special event.

WMNR Concert Stage

WMNR programming includes a weekly concert series on various times including Sunday afternoons at 3 pm that features recorded concerts from local and regional symphonies and chamber music groups. The two hour concerts are hosted by a WMNR Broadcaster and typically promote an upcoming live concert from the featured group. WMNR Concert Stage is a very popular program for our audience that enjoys live performances. There is no cost to participate in the WMNR Concert Stage series..

Public Service Announcements

As a public radio station, WMNR offers PSA's at no cost to non-profit organizations based on air time availability. Please provide at least two weeks in advance of your event to ensure maximum rotation. To request a PSA , you may email your information to psa@wmnr.org .

Contact information

For more information, please contact Bob Anderson at underwriting@wmnr.org or 203 268 9667 x 120 (office) or 917 742 2394 (mobile).