





to educate to entertain to inspire to surprise

The Cape and Islands NPR® Stations

A Division of WGBH

**Business Sponsorship Program**

 coverage area

A stylized map of the Cape and Islands region in Massachusetts, with the landmasses in a light orange color and the surrounding water in a dark blue color. The map is positioned on the right side of the overall image.

**a different kind of marketing**

**a consolidation of advertising, public relations, and philanthropy**

WCAI reaches **Cape Cod, Martha's Vineyard, Nantucket**, as well as much of the **South Shore** and **SouthCoast**.

Surveys show that WCAI reaches **38,000 year-round residents** (Arbitron, Fall 2009).

Of the 21 radio stations included in the Arbitron survey, WCAI is **the No. 1 choice for college-educated residents, the No. 2 choice for those over 45 years, and the No. 4 choice for everyone over 12 years.**

WCAI is also the direct path to the region's second home owners.



**The Cape and Islands  
Second Home Owner**  
(Cape Cod Commission's Survey, 2009)

average age: **60**  
income: **over \$100,000** (58%)  
degree: **College and/or Postgraduate** (78%)



**The NPR® Listener Nationwide**  
(Media Research Group NPR®  
Audience Profile, 2008-2009)

average age: **58**  
income: **over \$100,000** (38%)  
degree: **College and/or Postgraduate** (68%)

**an all-in-one approach that delivers your message  
precisely, effectively and affordably**

**95%**

of listeners have taken a direct action because of a sponsorship spot they heard on NPR®.

**ADVERTISING**

- Reach a highly targeted market - affluent, influential, educated, mature.
- Cut through the clutter. Time alone with your ideal customer while they're listening, *really* listening.
- Keep your business front-of-mind.

**88%**

of listeners think more highly of a business when they learn it supports NPR®.

**PUBLIC RELATIONS**

- Connect your business to public radio's reputation for excellence and integrity.
- Identify your business as a good corporate citizen.
- Define your business style, market niche, and civic priorities.

**94%**

of NPR® listeners are active in their communities.

**PHILANTHROPY**

- Support a non-profit public service that enhances the quality of life in our region and is passionately valued by its audience.
- Foster intelligent, informed dialogue throughout our community through independent news and reporting.

## retail

Compared to the general population, NPR® listeners are:

**98%**

more likely to spend over \$250 on one article of clothing (women)

**120%**

more likely to spend \$1,000 on jewelry

**61%**

more likely to buy hand-made rugs and crystal

**10**

average number of new books NPR listeners purchase each year

## activities

Compared to the general population NPR® listeners are:

**197%**

more likely to ski

**233%**

more likely to practice yoga

**119%**

more likely to hike

**282**

percentage more likely to sail

## arts and culture

Compared to the general population, NPR® listeners are:

**240%**

more likely to attend classical concerts

**136%**

more likely to attend live theatre

**150%**

more likely to go to art museums

**101**

percentage more likely to collect art

**123**

percentage more likely to buy gourmet food

## dining

Of NPR® listeners surveyed:

**68%**

dine out regularly

**133%**

are more likely to buy organic food

**138%**

more likely to buy boutique wine & beer

**72%**

drink alcohol (22% more than the general population)



## finances

Of NPR® listeners surveyed:

**1 in 4**

is in the top 10%  
income bracket

**1 in 10**

owns a second home

**1 in 5**

has an investment portfolio  
worth over \$150,000

**96**

percentage more  
likely to use  
financial advisory  
services

## medical

Of NPR® listeners surveyed:

**84%**

have comprehensive  
health insurance

**27%**

visited a doctor 4-7 times  
in the last 12 months

**48%**

have dental insurance

**148**

percentage more  
likely to use a  
specialist

## community involvement

Of NPR® listeners surveyed:

**38%**

belong to a board  
or volunteer

**41%**

contributed more than  
\$100 to non-profits

**37%**

contributed to their church

**94**

percentage that  
participated in  
community  
activities last year

## environmentalism

Of NPR® listeners surveyed:

**79** percentage of listeners  
who define themselves  
as environmentalists

**75%**  
recycle

**64%**  
will pay more for  
environmentally-safe  
products

**394%**  
are more likely to  
participate in  
environmental causes



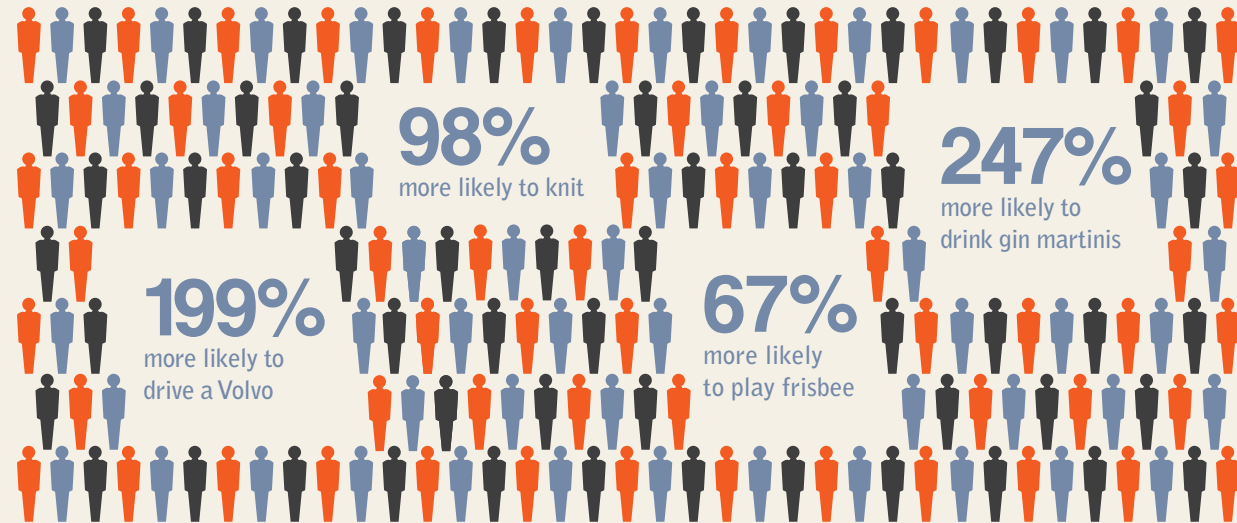
# oddball facts

Just for fun . . .

 **1 in 4** NPR® listeners grind their own coffee beans

 **1 in 2** NPR® listeners pay cash for their cars

Compared to the general population, NPR® listeners are:



<b>BUSINESS SPONSORSHIP PRICING 2010</b>	Winter Spot (\$) Price* November - April	Shoulder Season Spot (\$) Price** May, June, September, October	Summer Spot (\$) Price July & August
<b>You</b> Pick Your Program 6am - 7pm	<b>25</b>	<b>30</b>	<b>40</b>
<b>We</b> Pick Your Program 6am - 8pm	<b>22</b>	<b>28</b>	<b>33</b>

Want to be heard on Morning Edition at 7-8am? Or on Science Friday at 2-3pm? "You Pick Your Program" places your sponsorship spot in the program that you choose, on the days that you choose, during the hour that you choose.

"We Pick Your Program" saves money. Your sponsorship spots will air on the day that **you** choose at the time that **we** choose based on availability. (6am-8pm)

\* A Year Round Sponsorship Program locks-in the Year Round price – even during the shoulder and summer seasons.

\*\* A Shoulder Season Sponsorship Program locks-in the Shoulder Season price from May - October, even during the summer season.



## GETTING STARTED

Things to think about

### frequency

#### More is better.

The more frequently your message is heard, the better.

#### Consistency matters.

Airing your spot at a consistent time-of-day is more effective than airing your spots in different programs each day.

#### Slow and steady wins.

A sponsorship program of fewer spots per week over a longer period of time is more effective than a high daily/weekly frequency over a shorter period of time.

#### Be Creative.

Often, WCAI sponsors determine a monthly budget and work with us to create the most effective program. We're good at the art of illusion – air spot every-other-day. Or every-other-week. Or alternate morning and afternoon programming to seem omnipresent.

#### CALL US. We'll help you plan.

508 548 9600 ext. 112

### placement

#### Sponsor general programming, like:

Morning Edition, Diane Rehm, Car Talk, This American Life, Talk of the Nation

#### or Sponsor local features, like:

The Point with Mindy Todd, Bird News, The Local Food Report, A Cape Cod Notebook, All Things Happening

#### or Sponsor a special series, like:

"The Two Cape Cods, Hidden Poverty on the Cape and Islands", "Fresh Water/Salt Water", "The Science Series", "Tangled Lines".

Check with us to find out about this year's special series.

#### CALL US. We'll help you choose.

508 548 9600 ext. 112

### copy

88% of listeners think more highly of businesses that sponsor NPR®, so you don't have to say much! Just Being Heard says that your business is credible, sophisticated, thoughtful, smart and committed to excellence. WCAI's experienced copywriters will help craft your message.

Simplicity is best – your name, what you do and your tag line. Phone numbers and websites are allowed. Change your message on a few day's notice (within reason), or rotate different versions of copy.

#### EXAMPLES

“ The Cape Cod Symphony Orchestra, sustaining Cape Cod's cultural community with their professional orchestras. Dedicated to excellence in performance and repertoire, the Cape Cod Symphony Orchestra. Concert schedules, tickets and subscriptions are at capesymphony.org. ”

“ Jill Neubauer Architects in Falmouth. Offering personal attention in the creation of sustainable and leed certified cottages, barns and seaside homes. Using today to plan for tomorrow. Jill Neubauer Architects. ”

“ Cape Mac Computers – your source for everything mac. Featuring a staff with more than sixty-five years of combined Apple-computing know-how. Cape Mac Computers... East Falmouth, Harwich and at capemac.com. ”

“ Bartlett's Farm on Nantucket, proud sponsor of WCAI's weekly local food report. Barlett's Farm, where an abundance of sweet corn, tomatoes and other veggies and flowers are being picked daily. Bartlett's Farm. An island tradition since 1843. ”

“ Mac's Seafood & Mac's Shack restaurants and seafood markets in Wellfleet and Truro - dedicated to an unwavering standard of quality that you can see and taste. Mac's Seafood, know where your fish comes from. ”

“ Cape Cod Five Cents Savings Bank Trust and Asset Management – offering trust and asset management services to preserve your assets for those who depend on you. The Cape Cod Five Cents Savings Bank. Trust Earned. Prudence Employed. ”

“ Up next, The Point with Mindy Todd, made possible in part by South Mountain Company, an employee-owned firm designing and building for the future since 1975. Houses, neighborhoods and clean energy for Martha's Vineyard and beyond. Online at southmountain.com. ”

#### CALL US. We'll make you sound great.

508 548 9600 ext. 112

## PARTIAL LIST OF SPONSORS

Ad Planet  
Agway of Cape Cod  
Allergy & Asthma Centers of Cape Cod  
The Ansel Gurney House  
AquaSafe  
Art Fact Auctioneers  
Arts Nantucket  
Association to Preserve Cap Cod  
Atlantic Bay Sotheby's Real Estate  
Bartletts Farm  
Bird Watcher's General Store  
Books By The Sea  
Breece Architects  
Bridgeview Montessori School  
The Brown Jug  
Buy Fresh/Buy Local of Cape Cod  
Cape & Islands Glass  
Cape Air  
Cape Cod Academy  
Cape Cod Art Assoc.  
Cape Cod Five Cents Savings Bank  
Cape Cod Healthcare  
Cape Cod Symphony  
Cape Mac Computers  
Cape Cod Museum of Art  
Cape Medical Supply  
Cape Rep Theater  
Chatham Choral

Cleangreen of Cape Cod  
Coalition for Buzzards Bay  
Cotuit Solar  
Cosmos Catering  
Earth House  
Edible Cape Cod  
Eventide Arts  
Far Land Provisions  
Foley & Foley  
G Green Design  
Gallery Blue  
Harper Perennial Publishers  
Hopice and Palliative Care of Cape Cod  
Housing Assistance Corporation  
ICF International  
Island Alpaca  
James Lydon & Sons & Daughters  
Jill Neubauer Architects  
Lands End Inn  
Levis Fine Art  
Lighthouse Chamber Music Orchestra  
Kindreds of Osterville  
Macs Seafood  
Maria Mitchell Association  
Martha's Vineyard Cooperative Bank  
Martha's Vineyard Hospital  
Mastersingers by the Sea  
Michael Talbot Ecological  
Monomoy Theatre  
N Magazine Trade

Nan Arts Council  
Nantucket Bank  
Nantucket Cottage Hospital  
Nantucket Energy  
Nantucket Land Council  
Nantucket Yard Guard  
Nauset Environmental Services  
New Bedford Open Studios  
Outermost Land Survey  
Pathfinder International  
Provincetown Jazz Festival  
Rafael Osona Auctioneers  
Rentschler Interiors  
Reinhart Painting  
Robert Paul Properties  
Saltmarsh Pottery  
Sandford Kendall  
Shor Home Furnishings  
Silk & Feathers  
Southcoast Hospital  
South Mountain Company  
Sweet Tomatoes Pizza  
Ted Franklin Custom Cabinetry  
The Valle Group  
Upper Cape Chiropractic  
West Falmouth Aluminum  
Wilkinson Ecological  
Williams Building Company  
Wood Lumber Company  
WS Shultz Co

**For more information,  
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