



DelawarePublic Media
Delaware's Source for NPR News
WDDE 91.1 Dover WMPH 91.7 • WMHS 88.1 Wilmington

Are you interested in increasing awareness about your organization's activities that positively impacts Delaware residents and supports your mission?

DANA and Delaware Public Media are teaming up to offer an additional DANA member benefit for 2019 that can help enhance your organization's profile throughout the state.

For 2019, DANA members can take advantage of a members-only discount off non-profit underwriting rates.

While underwriting packages can be tailored to meet your organization's specific messaging goals, sample underwriting packages could include:

Monthly M-F Drive Time Package

35 - 15-sec spots and web ad

- For-Profit rate: \$1,185
- DANA member rate: \$900
(savings of 24%)

Monthly M-Sun. 4-Part Package

55 - 15-sec spots and web ad

- For-Profit rate: \$1,200
- DANA member rate: \$900
(savings of 25%)

Participating non-profits agree to a minimum six-month underwriting agreement and to end all messages with "...a member organization of the Delaware Alliance for Nonprofit Advancement." All underwriting packages include web ads on the DPM web site during active underwriting periods, and underwriting messages can be updated seasonally.

As an NPR member station, Delaware Public Media is the first and only public radio news service founded in Delaware and is dedicated to covering the unique issues, events, personalities, and culture of the state in a combination of audio, video, and text.

Who listens to DPM? According to the NPR 2017 Small Market Survey of CPB-NPR stations: "NPR listeners are extraordinarily active. They are driven to learn more, to travel more, to become more involved in their communities, and to do more to influence the world around them." The profile of NPR listeners: median age 54.6; median household income \$72,400; 79.7% own a home; 86.2% earned a college grad or post graduate degree. And recent survey data suggests that the number of those listening to Delaware Public Media is growing.

Contact Delaware Public Media President Jane C. W. Vincent at jane@delawarefirst.org to get started!

