CONNECT
with our
audience

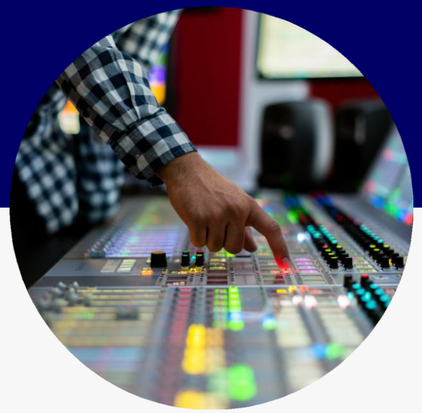
wrti 90.1



OUR MISSION: **CHAMPION MUSIC AS A VITAL CULTURAL RESOURCE**



Discovery



Curation



Community



Performance



Education



Preservation



Unique Programming

Philadelphia's only Classical & Jazz format with real & personal curation

WRTI connects with our communities to bring them **high quality, hand-selected music 24/7: ON-AIR, ONLINE & ONSTAGE.**

The audience: WRTI members & listeners

WRTI is supported by **19,600+ members** who believe classical music and jazz play a vital role in our region.

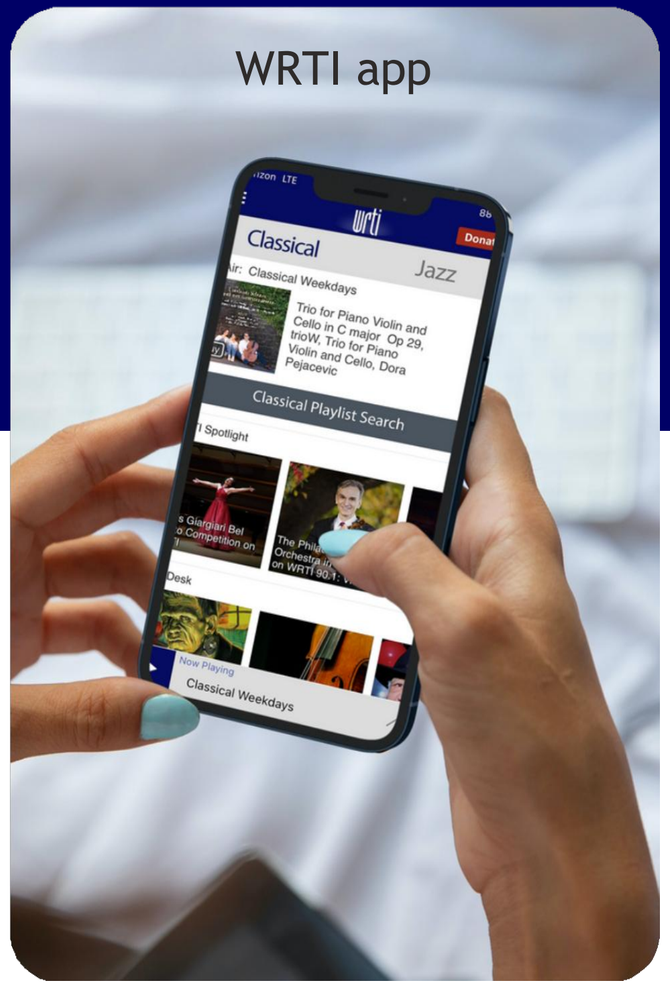


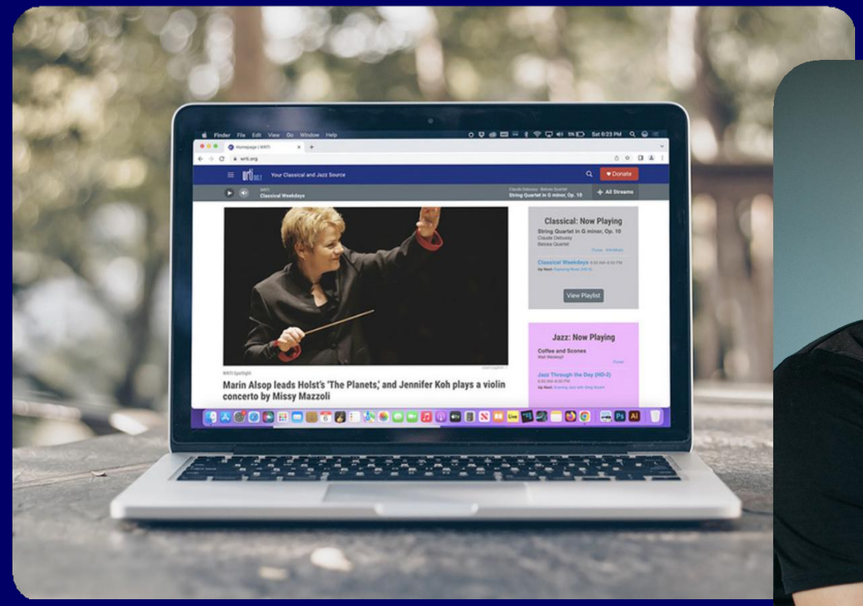
WEEKLY LISTENERS, PHILLY TRI-STATE AREA:

307K – 6 hrs weekly



WRTI has a 15-station network. Our coverage area reaches as far west as Carlisle, Pennsylvania; south past Dover, Delaware; as far north as Scranton and past Toms River, New Jersey to the east.





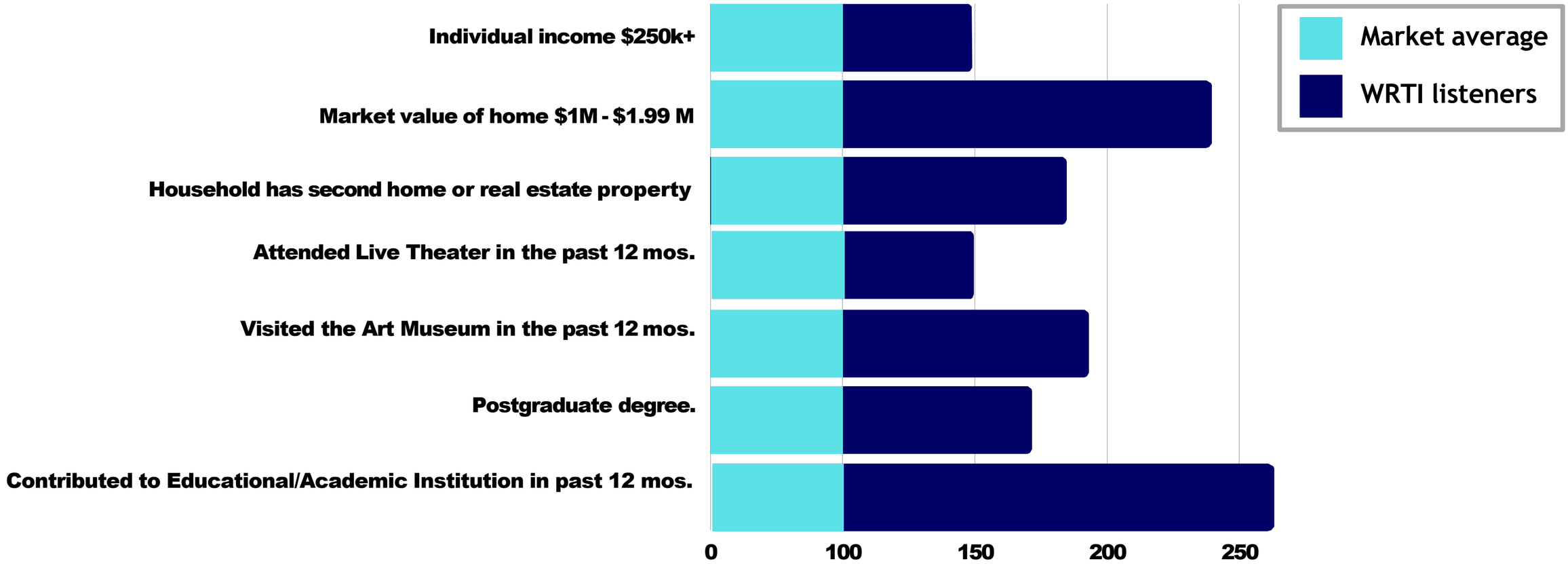
wrti.org



THINK BEYOND RADIO

Listeners can tune in to WRTI from all around the world via our two online HD streams, and also engage with curated content from our expert staff and NPR contributors at WRTI.org, our newsletter, and our mobile app — **all possible placements for your brand.**

WRTI listeners are affluent, love culture & are educated.



Source: Qualitative Survey; Scarborough R2 2026: Aug25-Jul26; Philadelphia Metro

Fewer competing messages

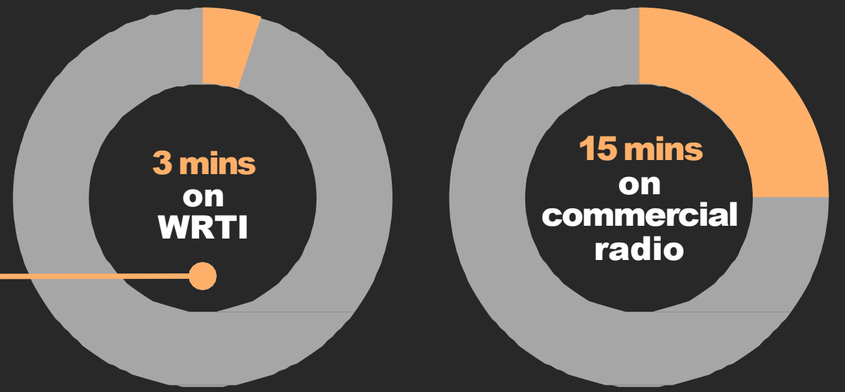
Listeners tune in to WRTI for excellent curated music and to escape commercial radio clutter.

You will benefit from your message placed in an environment that is 80% less busy.

3 beats 15

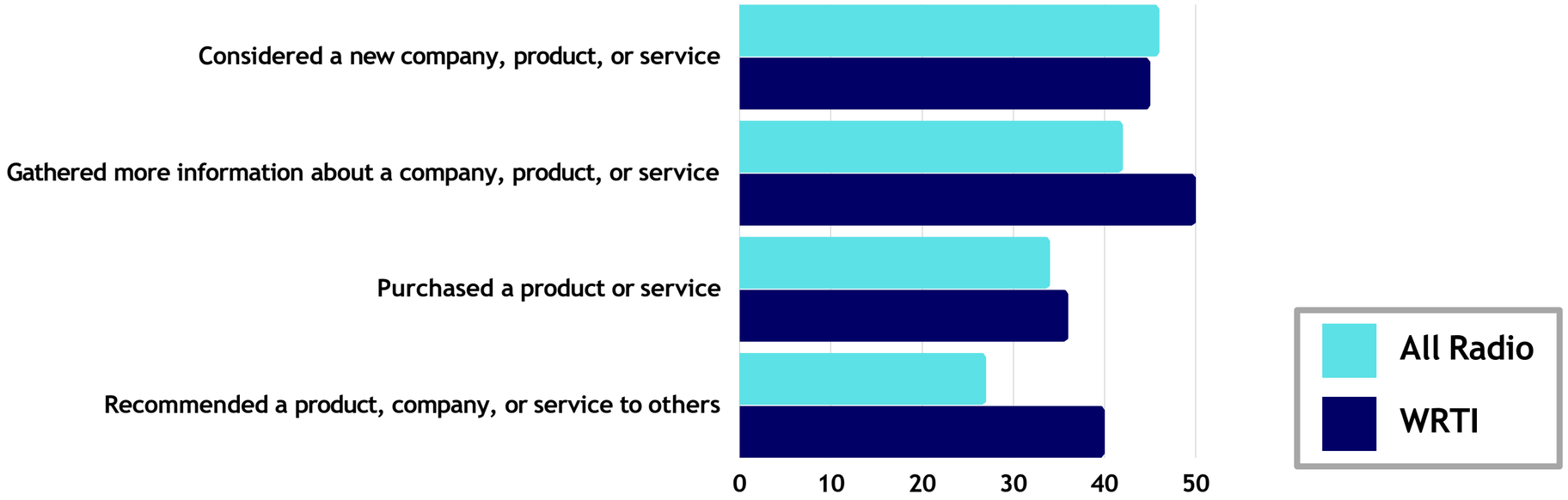


TIME DEVOTED TO SPONSORSHIP / ADVERTISING IN A TYPICAL HOUR



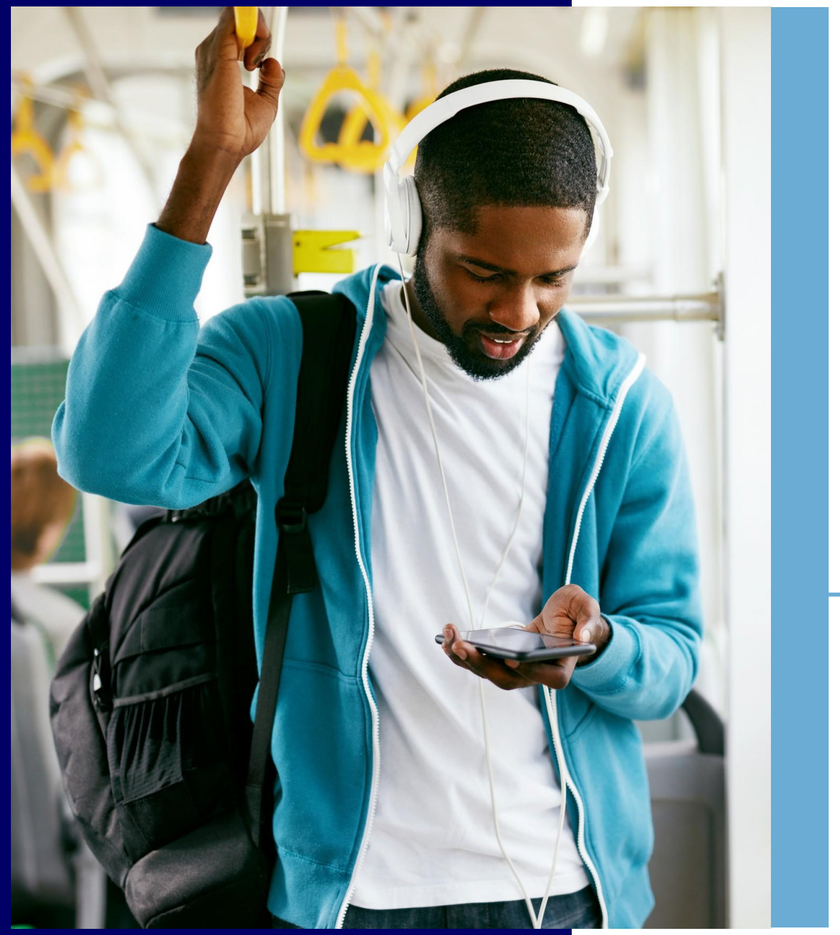
Public media listeners: more engaged than AM/FM listeners.

WRTI listeners take action, and will go out of their way to do business with you!



Source: NPR / 2025 National Public Media Audience Sponsorship Research

WRTI is an exceptional **audience value** when compared with other radio: you get a discerning audience consideration for less budget, better audience recall in our less-cluttered environment, better purchasing likelihood, and better recommendations from your newly-activated audience.



Your Brand Gets a Lift

Sponsors of public radio receive a lift in brand engagement. Public radio listeners reported the following lift in engagement compared to non-listeners:

+20%

Brand awareness

+21%

Interest in learning more

77%

of public radio listeners prefer to buy products from companies that sponsor an NPR station like WRTI

79%

of public radio listeners have a more positive opinion of a brand when they find out it sponsors an NPR station like WRTI

Source: Edison. 2026 Kantar State of NPR Sponsorship Survey

In Good Company

From large financial service institutes to local arts and cultural organizations, your brand message is heard among other **high-quality and community-supported** sponsors on WRTI.

MUSEUM OF THE AMERICAN REVOLUTION

Scott Stephenson, President & CEO

"It's been such a pleasure to connect with WRTI's thoughtful, culturally engaged audience...WRTI has been such a great partner in helping us to spread the word."

ACADEMY OF VOCAL ARTS

Scott Guzielek, Vice President & General Manager

"Music allows us to express a range of emotions that cannot be conveyed with words alone. There isn't a single day that passes that we do not experience music in some way. Music is everywhere, and it's truly for everyone. AVA has been sponsoring WRTI for many years, allowing us to reach out to [music] lovers and patrons throughout the area. We are proud to support WRTI."

People's Light

Curtis Institute of Music

ballet x

McCarter

Est. 1863 Shane Confectionery

collette

Addt'l current & past sponsors include:

- PHILADELPHIA ORCHESTRA
- PHILADELPHIA BALLET
- OPERA PHILADELPHIA
- TEMPLE UNIVERSITY
- BOOKERS
- LIVE NATION
- PENN LIVE ARTS
- SELLERSVILLE THEATER
- GLOBAL PHILADELPHIA
- THE STOVE SHOP



Engage with our Members in unique ways

WRTI member drives create a unique opportunity for sponsors to offer prizes, products, and experiences to a dedicated audience. Sponsors receive on-air messages, inclusion in social media posts and dedicated e-mail blasts highlighting their partnership with WRTI.

Shown: Center City Jazz Festival audience, 2023



Champion music across our region, show that your brand supports the arts, and **connect with an audience that feels the same way** — at WRTI.

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