NO MATTER WHAT DEVICE YOU’RE LISTENING TO...

WBHM’s award-winning news and entertainment programming provides an understanding of our diverse, complex, and ever-changing world through local reporting and programming from NPR.

Our business model is unique. As an NPR member station and a non-profit entity, the vast majority of our funding comes not from advertising, but from corporate/business sponsors and listener contributions – it comes from our community.

OUR LISTENERS APPRECIATE OUR SPONSORS!

Among NPR news listeners:

82% have taken action specifically because of a sponsorship announcement.

75% say their opinion of a business is more positive when they find out it supports public radio.

69% prefer to buy products from businesses that support public radio when price and quality are equal.

60% pay attention to the sponsorship announcements they hear on public radio.

61% agree that public radio is selective about the businesses and products that can sponsor its programming.

53% feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations.

THAT’S CALLED THE HALO EFFECT

Because WBHM is a mission-driven, membership organization that the public sees as contributing to the local community, the sponsor is seen as supporting this community service as well — ultimately increasing awareness of your company and distinguishing you from competitors.
INDUSTRIES WE WORK WITH INCLUDE

- Arts
- Auto
- Charitable giving
- Dental services
- Education
- Financial
- Health and wellness
- Grocery
- Home improvement
- Insurance
- Jewelry
- Lawn/garden
- Legal services
- Medical services
- Retail
- Travel
- Nonprofit
- Restaurant/catering

COVERAGE MAP

Our signal reaches across the heart of Alabama and is streamed globally.

WBHM is a listener-supported service of the University of Alabama at Birmingham.
SPONSOR RATES PER ANNOUNCEMENT

**Morning Drive** $80  
Monday - Friday. 5 a.m. to 9 a.m.

**Midday** $65  
Monday - Friday. 9 a.m. to 3 p.m.

**Afternoon** $80  
Monday - Friday. 3 p.m. to 7 p.m.

**Evening** $20  
Monday - Friday. 7 p.m. to 10 p.m.

**Weekend** $65  
Saturday - Sunday. 6 a.m. to 7 p.m.

These rates are presented for planning purposes. One of our representatives will work with you on a custom plan to help you achieve your goals. All rates are net per spot. There will be an additional $10 charge per spot for announcements airing during a particular hour. All copy language must comply with FCC Guidelines for public media.

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OUR SPONSORS INCLUDE

and more...THANK YOU FOR SUPPORTING WBHM!

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SPONSORSHIP GUIDELINES

Underwriting announcements are public radio’s version of advertising; they acknowledge support for our station. Sponsors should keep in mind that the non-commercial nature of public radio is highly valued by listeners, and the FCC has established certain guidelines.

Underwriting announcements are 15 seconds (approximately 25 words) and may include:
- Name of business/organization providing underwriting support
- Brief description of sponsor’s products and/or services
- Location and web address of business/organization
- Event dates and locations

Announcements may NOT include:
- Promotional, comparative or qualitative language (best, most reliable, etc)
- A call to action (“come to this event,” “call now,” “visit our website”)
- Price or value information, e.g., $59.95
- An inducement to buy, sell, rent or lease (“year-end sale”)
- Personal pronouns (I, me, our)
- A list containing more than three items
- Language that expresses a view with respect to a matter of public interest

SAMPLE ANNOUNCEMENTS

Together with our listeners, support comes from:

The Law Firm of Vowell and Associates, providing mediation, arbitration, and private judging. Information for Scott Vowell and Alex Goldsmith available online at Vowell Goldsmith dot com.

Blue Cross and Blue Shield of Alabama, providing health and dental coverage to companies and individuals throughout Alabama. Online at Alabama Blue dot com.

Aero Joe Pilates, Birmingham’s classical studio teaching all levels from athletes to those in need of post-surgical rehabilitation. Gift cards available at aero joe pilates dot com.

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