At WABE.org, you will find the best stories from our radio station highlighted for your viewing, reading and listening pleasure, as well as all of the Headlines, Local, State and National news, Live streaming feeds and podcasts, WABE host bios, arts and cultural information, plus much more.
DIGITAL SPONSORSHIPS ON WABE.ORG

WABE.ORG MOBILE PAGES

Support community funded journalism and political coverage at WABE, home of the AJC’s Politically Georgia.

National News

The Perseid meteor shower peaks this weekend. Here’s how to watch.

Display Ad 300x250

Banner Ad 320x100
WABE.org averages 380,136 page views per month.
As a Sponsor you’ll receive:

- Open introductory announcement (:15) each time the WABE Live Stream is launched via desktop, mobile, Alexa, Google Home or your favorite live streaming service.

- A maximum of Two Sponsorship Units will air prior to the WABE Live Stream.

Live Stream can be accessed from any page on WABE.org
The WABE 90.1 Daily Digest E-Newsletter provides our donors and listeners with the most sought out news stories produced by WABE from the day, as well as events and programming highlights. With over 70,000 impressions per daily insertion, the WABE Daily Digest E-Newsletter is the best way to align your brands with Public Media’s “Halo Effect,” and to reach some of the most highly educated, affluent, and influential people in the Atlanta area. Distributed every Monday-Friday.

The Advertorial ad features a 250-400 character description provided by the Sponsor and links to their website.
The WABE 90.1 Weekly E-Newsletter provides our donors and listeners with the most sought out news stories produced by WABE from the previous week, as well as events and programming highlights. With over 70,000 impressions per insertion, the WABE E-Newsletter is the best way to align your brands with Public Media’s “Halo Effect,” and to reach some of the most highly educated, affluent, and influential people in the Atlanta area. Distributed every Sunday.
The WABE 90.1 Monthly Marketing E-Newsletter provides our donors and listeners a preview of exciting events, programming highlights and other happenings at WABE. The WABE 90.1 Monthly Marketing Newsletter reaches over 70,000 members and the Sponsoring Client will get a banner ad and an Advertorial area directly below it that can be up to 100 words. Average open rate is over 30%. Limited to one Sponsor a month. Distributed the first Sunday of the Calendar month.
- The Dedicated E-Newsletter for Sponsors will be sent to 75,000 Active and Recently Expired WABE Donors.
- Only 6x E-Newsletters of this type will be sent each year.
- The Sponsor must create an Incentive for WABE’s Donors to participate.
- The Sponsor must provide the creative and language for the E-Newsletter (2-3 graphics and approximately 500 words).
- Sponsor Investment - $7,500 per E-Newsletter
PRICING FOR WABE DIGITAL ASSETS

STREAMING PRE-ROLL
Two :15 sec. Sponsorship placements available
$25,000/year - $29.76 CPM – 840,000 Impressions
$18,000/year - $33.33 CPM – 540,000 Impressions
Below $18,000 Investment - $40.00 CPM – Select Impressions and Dates
Sample Sponsorship: $5,000 – 125,000 Impressions over 3 Months. $40 CPM

DISPLAY ADS ON WABE.org
Run of Site – Variety of Sizes – Equal Rotation – Desktop & Mobile
$25,000/year - $25 CPM – 1M Impressions
$18,000/year - $30 CPM – 600,000 Impressions
Below $18,000 Investment - $33.33 CPM – Select Impressions and Dates
Sample Sponsorship: $5,000 – 150,000 Impressions over 3 months. $30 CPM

WABE 90.1 DAILY DIGEST NEWSLETTERS BANNER AD
$500/week-$6.67 CPM per Insertion (125K Impressions per week) 1 position per day.

WABE 90.1 DAILY DIGEST NEWSLETTERS ADVERTORIAL
$750/DAY-$ (70K Impressions per day) 1 position per day. If 10+ days purchased price is $500 per day

WABE 90.1 WEEKLY NEWSLETTERS
$750/week-$10 CPM per Insertion 3 positions – Best Available

WABE 90.1 MONTHLY COMMUNITY EVENTS NEWSLETTER
$3000/month-$40 CPM per Insertion 1 position per month
**WABE.ORG AD SIZES**

- **Desktop Tower**: 300x600 & 160x600
- **Desktop Banner**: 970x90, 728x90 & 970x250
- **Mobile**: 300x250, 320x100, 320x50 & 640x100

- Format needed: jpeg, gif, or png as individual file attachments
- Client URL
- Cannot be CMYK color format

**WABE 90.1 DAILY DIGEST NEWSLETTERS**

- **Ad Size**: 320x100

**WABE 90.1 NEWSLETTERS**

- **Ad Size**: 728x90

**WABE 90.1 MONTHLY COMMUNITY EVENTS NEWSLETTER**

- **Ad Size**: 970x250

- Format: jpeg, gif, or png
- Client URL

**WABE 90.1 DAILY DIGEST NEWSLETTERS ADVERTORIAL**

- Horizontal Image should be between 300 to 600 pixels
- Format jpeg or png (transparent or white background)
- Client URL
## WABE Podcasts

<table>
<thead>
<tr>
<th>News</th>
<th>Arts &amp; Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Brief</td>
<td>What's Good, Atlanta?</td>
</tr>
<tr>
<td>WEEK IN REVIEW</td>
<td>City Lights with Lois &amp; Reitzes</td>
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<td></td>
<td>SOUNDS LIKE ATL</td>
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<td>THE BOOM</td>
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<tr>
<th>Politics</th>
<th>Community</th>
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<tbody>
<tr>
<td>POLITICAL BREAKFAST</td>
<td>Calls for Justice</td>
</tr>
<tr>
<td>GOLD DOM SCRAMBLE</td>
<td>closerlook with Rose Scott</td>
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<th>Special Interests</th>
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<td>BURIED TRUTHS</td>
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<td>WAKE UP &amp; CREATE</td>
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<td>ON LEADERSHIP</td>
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<td>SAVORY STORIES</td>
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<td>THE PODCAST WHERE THEY READ STORIES</td>
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<td>THE LAST YEAR AT FOREST COVE</td>
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LISTENERS SKEW YOUNG AND DIVERSE
- 39% of monthly listeners are 18-34 vs. 28% of the U.S. population
- 35% of monthly listeners are 35-54 vs. 32% of the U.S. population
- Audience mirrors the diverse demographics of the United States as a whole

LISTENERS ARE EDUCATED AND AFFLUENT
- 30% have some grad school or an advanced degree
- 53% spend at least $132 annually on books and e-books
- 45% have HH income of $75,000+ vs. 35% of U.S. population

PODCASTS ARE PRIMARILY CONSUMED ON MOBILE DEVICES AND ARE USED DURING A WIDE RANGE OF ACTIVITIES:
- 85% of listening occurs on a mobile device
- 52% listen in the car
- 46% listen while they workout
- Ads can be targeted
74% of heavy podcast listeners (defined as the top 25% of hours listened per week) say that podcasts “motivate and inspire me”

79% of heavy podcast listeners say that podcasts “educate/teach me something new”

Podcast listeners

158% Podcast listeners are 158% more likely than listeners of other audio platforms to say they listen “to immerse myself”

3 DAYS Participants reported feeling “lonely,” “disconnected,” and “more overwhelmed doing simple tasks” when they were asked to stop listening to radio and/or podcasts for three days

* Source Veritonic 2023
WHAT ARE PEOPLE LISTENING TO?

PODCASTS BY GENRE

Based on Average Monthly Downloads of Networks measured by Triton Podcast Media from January - December 2022.

* In 2022, model changed genres from Comedy to True Crime.
SPONSORSHIP OPPORTUNITIES FOR WABE PODCATS

DYNAMICALLY INSERTED:
Pre-rolls & mid-rolls across WABE’s entire podcast catalogue

Annual Sponsorship Package

- 1.2 Million Impressions Delivered
- Sponsor Messages will air across all podcasts, both new and back catalogue episodes
- Flexible on Copy Length, :25-:35 recommended
- Sponsorship investment: $42,000 - $35 CPM
- Partial Sponsorship Ex: $12K – 300K Impressions – $40 CPM