WERS is New England’s longest running public media music platform. We’re a quirky, member supported station, with a dedicated and exceptional audience invested in our brand.

Sponsorship on WERS not only supports our mission, it’s a signal to our listeners that your brand is embedded in our community.
Broadcast from Emerson College, WERS has consistently been voted as the top #3 College Radio Station in the Country according to the Princeton Review for over 10 years in a row.

An incubator for the next generation of media professionals, WERS cultivates on-air talent, develops programming acumen, and actively immerses student leaders in the business of creative enterprise.
Monthly OMNI channel engagements connect WERS with an audience of over 737K+

Sources: Nielsen Audio PPM, BOSTON; June 21; Metro; M-Su 5A-5A; P 6+; Google Analytics, Jan 2021-June 2021; Triton Metrics 2021; Constant Contact June 2021; Facebook, Instagram, Twitter, LinkedIn Jan-June 2021
A BRIDGE BUILDING AUDIENCE

A loyal monthly listening base of 380K+ that trust the sponsors that support their beloved station.

**AGE**

- 10% 18-24
- 22% 25-34
- 16% 35-44
- 24% 45-54
- 28% 55+

**HH INCOME**

- 52% MALE
- 48% FEMALE
- 64% HAVE AN INCOME OF $100K+

**EDUCATION**

- 54% HAVE A COLLEGE DEGREE OR HIGHER

88.9 captivates Greater Boston’s influencers.

WERS Listeners are:

- **100%** more likely to lead companies & organizations
- **89%** more likely to teach, provide legal representation, or work in arts or media
- **34%** more likely to practice medicine

...than the average adult 18+ in the Boston Market.

88.9 captivates Greater Boston’s influencers.

WERS Listeners are:

- 100% more likely to lead companies & organizations
- 89% more likely to teach, provide legal representation, or work in arts or media
- 34% more likely to practice medicine

...than the average adult 18+ in the Boston Market.

Boston is deeply rooted in public media culture. We listen early, often and digest it all. It’s a proud tradition, and it offers a unique set of benefits to the partners that support listening appetites. This HALO EFFECT translates into positive sentiment for local, regional and global brands and organizations that support public media programming.

69% of public media listeners prefer to do business with companies that support public radio.

75% of public radio listeners hold a higher opinion of companies that sponsor public radio.

77% of public radio listeners take action in response to messaging heard on public radio.

Listeners tune in to 88.9 for an uninterrupted music discovery experience.

**PUBLIC RADIO**
- **55 minutes** of music per hour
- **5** messaging minutes per hour

**COMMERCIAL RADIO**
- **43 minutes** of music per hour (on average)
- **17 advertising minutes per hour**

Brands stand out in 88.9's clean, clutter-free messaging environment.

Source: WERS M-F 6a-10p schedule

Source: Media Monitors 2/25/20 9a WXKS :30 & :60 spots, :15 excluded | Colors=Stop Sets
ERS+ is a deep dive into R&B and Hip Hop that includes the legendary voices of soul alongside new and pioneering mc's. Funky fresh beats combine with thought provoking lyrics that pierce through the issues that impact cities across our nation. Featuring established acts and indie artists on the rise, every day all day ERS+ threads together the most powerful and outspoken members of the urban music community, presenting a Black Experience that's as danceable as it is insightful.

Powered by 88.9 FM, ERS+ is a whole unique vibe that hits different.
MUSIC DISCOVERY PROGRAMMING
NEW MUSIC, ALTERNATIVE, ETC...
Mon-Fri 6a-10p, Sat-Sun 4-10p

MORNINGS WITH GEORGE KNIGHT
MORNING DRIVE
Mon-Fri 6-10a

AFTERNOONS WITH PHIL JONES
MUSIC DISCOVERY AFTERNOON
Mon-Fri 2-6p

THE SECRET SPOT
CLASSIC SOUL, R&B, AND SLOW JAMS
Mon-Sun 10p-2a

THE PLAYGROUND
MUSIC FOR THE YOUNG & YOUNG AT HEART
Sat 6-10a

STANDING ROOM ONLY
BOSTON’S LONGEST RUNNING
BROADWAY, THEATRE, & PERFORMING ARTS SERIES
Sat 10a-2p, Sun 12-2p

ALL A CAPPELLA
LOCAL & NATIONAL A CAPPELLA MUSIC
Sat-Sun 2-4p

CHAGIGAH
CONTEMPORARY + TRADITIONAL
JEWISH & KLEZMER MUSIC SERIES
Sun 8-11a

LISTEN ON-AIR, STREAMING & SMARTEASPEAKER
GEORGE KNIGHT COLLEGE OF MUSICAL KNOWLEDGE
QUICK QUIRKY POP UP QUESTIONS ABOUT MUSICIANS AND MUSIC
Mon-Fri 6a-10a

4:20 TRAFFIC JAM
REGGAE JAM
Mon-Fri 4:20p

LIVE MIX MONDAY
LIVE RECORDINGS FROM THE WERS STUDIO
Mon 5p

ALL NEW FROM 8-9
INTRODUCING BRAND NEW MUSIC
Mon-Sun 8-9p

WICKED LOCAL WEDNESDAY
LOCAL ARTISTS LIVE IN STUDIO
Wed 9p

WEEKEND LIVE
PLAYING TRACKS FROM OUR STUDIO AND AROUND THE WORLD
Sun 9p

LISTEN ON-AIR, STREAMING & SMART SPEAKER
WERS | PARTNERSHIP ACTIVATIONS

ON-AIR: (IN-HOUSE MESSAGING PRODUCTION INCLUDED IN ALL PROPOSALS)
  • SPOTS
  • FEATURES

DIGITAL:
  • [WERS.org](https://WERS.org) Banner Tiles
  • SMART SPEAKER
  • PRE-ROLL
  • MEMBER NEWSLETTER
  • SPONSOR FEATURED NEWSLETTER

EVENTS:
  • ONLINE ACTIVATIONS THROUGHOUT THE YEAR
Social Infeed Activations:

INSTAGRAM:

FACEBOOK:

LINKEDIN also available

wers.org | wersplus.org
Sponsored Content:

Email Activations:

Blog Activations:

This Tuesday, we were so happy to have Dallon Weekes of 'I Don't Know How But They Found Me' as the guest DJ of All New From 8 to 9. He played some ERS favorites like Dallon Weekes and also introduced us to some amazing new songs. You can check out his full playlist below to relive the Tuesday night excitement. We hope you enjoyed this fun break from the norm just as much as we did!
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