



WHRO AUDIO PREROLLS SPONSORSHIP GUIDE

Public radio reaches one of the most educated and affluent audiences in radio. Listeners are distinguished by a mindset that places a high value on creativity, curiosity, and social consciousness and have a strong attachment to nature and the environment. These beliefs are not just abstract ideals, but are manifest in the product and lifestyle choices made by the public media audience.

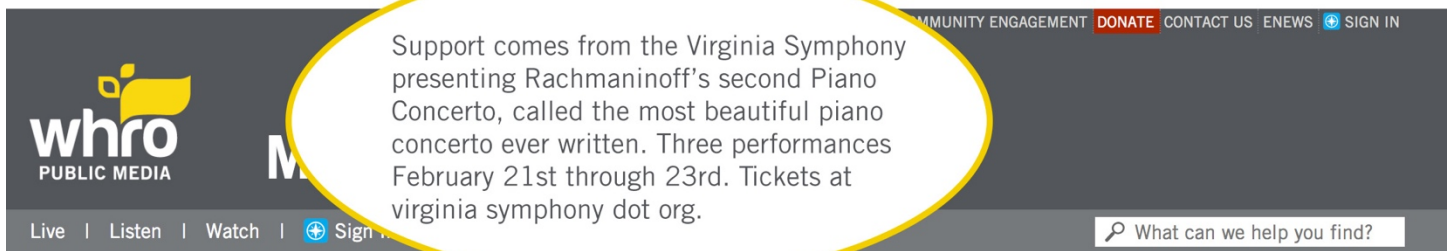
The Media Player offers all of WHRO Public Media’s live streams. It also houses all of WHRO’s local radio and podcast content, as well as programs from National Public Radio and American Public Media.

WHRO.org has audio content dispersed throughout its pages.

Prerolls play whenever the audio player is activated on any one of these items.

Requirements

- MP3 or WAV
- Less than 1MB
- No more than 15 seconds in length



WHRO 90.3FM is one of the premier classical radio stations in the East, offering the world's greatest music and fine arts performances 24 hours a day. Experienced and engaging announcers play music to suit every part of the day, music to energize, enlighten and inspire. WHRO-FM is live and local 16 hours a day, an important part of the cultural community in southeastern Virginia and northeastern North Carolina. Everyone will find something to enjoy on WHRO-FM, where the greatest music lives.

On Air Now
Mid-Day Classics

Coming Up
3: Afternoon Delights with Wayla Chambo

[SEE FULL SCHEDULE](#)

Frequencies
90.3 WHRO, Norfolk
89.9 WHRJ, Gloucester Courthouse
98.3 WHRF, Belle Haven

[COVERAGE MAP](#)

OUR AUDIENCE IS YOUR AUDIENCE

WHRV FM

269,568
page views
per year

WHRO FM

119,803
page views
per year

Age

65+	21%
55-64	21%
45-54	18%
25-34	17%
35-44	16.5%
18-24	6.5%

Gender

Female	57%
Male	43%

Top 10 Interests

Food & Dining

Cooking Enthusiasts
30 Minute Chefs

News & Politics

Avid News Readers

Shoppers

Value Shoppers

Banking & Finance

Avid Investors

Media & Entertainment

Book Lovers
Movie Lovers

Lifestyle & Hobbies

Art & Theater Aficionados
Green Living Enthusiasts
Pet Lovers

Travel

Travel Buffs

Discover the Benefits of Corporate Sponsorship

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Visit whro.org/cs

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