

WEMU listeners: The cream of the crop.

89.1

WEMU Facts

- 85% of WEMU's audience resides in Washtenaw County.
- 85% of WEMU's Washtenaw County listeners have Ann Arbor ZIP codes.
- Every WEMU terrestrial listener is less than an hour's drive from your business.
- The median household income of WEMU listeners is over \$100,000.
- WEMU's listeners are primarily employed in education, medicine, research, and technology.
- WEMU's news, traffic, and weather is focused on Washtenaw County.
- WEMU plays local musicians and supports local cultural events that drive consumers to Ann Arbor.
- WEMU has twenty-three on-air personalities; 92% of whom live and spend their money in Washtenaw County, patronizing shops, restaurants, salons, clubs, and other local commerce.
- WEMU is committed to the community. We make money to do programs, instead of doing programs to make money.
- WEMU is a wise financial investment. All corporate support is tax deductible to the fullest extent allowed by law.

Worth the price of transmission.

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Underwriting Rates

PROGRAM	WEEKLY MENTIONS	RATE PER WEEK
National Public Radio		
Morning Edition	5	\$300
All Things Considered	5	\$300
Bob Edwards Weekend/Weekend Edition	2	\$200
This American Life	2	\$200
Wait Wait...Don't Tell Me	2	\$200
The Lynn Rivers Show	2	\$150
Morning Edition/ATC Combo Weekday	10	\$550
Morning Edition/Weekend Combo	7	\$350
Local Music		
89.1 Jazz with Linda Yohn	5	\$250
89.1 Jazz with Michael Jewett	5	\$250
89.1 Jazz with Evelyn Hawkins	5	\$250
89.1 Jazz with Jessica Webster	2	\$150
The Roots Music Project with Jeremy Baldwin	2	\$150
Sunday Best with Dr. Arwulf	2	\$150
Groove Yard with George Klein	2	\$150
Big City Blues Cruise with Joe Tiboni	2	\$125
From Memphis to Motown with Wendy Wright	2	\$125
Cuban Fantasy with Marc Taras	2	\$125
Brazilian Sol with Mary Catherine Smith	2	\$125
Mountain Stage (PRI)	2	\$125
American Routes (PRI)	2	\$125
Run of Music (ROM)		
Jazz and Blues 7 Days	7	\$550
Weekend Jazz	8	\$350
Saturday Roots	6	\$400
Sunday Blues	6	\$400

Interesting sounds for interested ears.

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Program Schedule

	MON	TUES	WED	THUR	FRI	SAT	SUN	
5am	Morning Edition NPR news, information, and public affairs Local news with David Fair					89.1 JAZZ with Nik Thompson	89.1 JAZZ with Kevin Dorn	5am
6am								6am
7am								7am
8am	Lynn Rivers Show					BOB EDWARDS WEEKEND	WEEKEND EDITION	8am
9am	89.1 JAZZ with Linda Yohn							THIS AMERICAN LIFE
10am						10am		
11am						11am		
12 noon						12 noon		
12:30pm	89.1 JAZZ with Michael Jewett					ROOTS MUSIC PROJECT with Jeremy Baldwin	Groove Yard with George Klein	12:30pm
1pm						1pm		
2pm						2pm		
3pm						3pm		
4pm	All Things Considered NPR news, information, and public affairs Local news with Bob Eccles					American Routes	89.1 JAZZ with Jessica Webster	4pm
5pm								5pm
6pm						Lynn Rivers Show		
7pm	89.1 JAZZ with Evelyn Hawkins					Cuban Fantasy with Marc Taras	Memphis to Motown with Wendy Wright	7pm
8pm						8pm		
9pm						9pm		
10pm						10pm		
11pm	JAZZ with Bob Parlocha							11pm
12 mid								12 mid
1am								1am
2am								2am
3am								3am
4am								4am

 Network

The big, big picture.

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Coverage Map

