

MVYRADIO

MARTHA'S VINEYARD & THE WORLD



MVYRADIO

UNDERWRITING MEDIA KIT

P.O. Box 1420, West Tisbury MA 02575 | Tel (508) 693-5000 | Fax (508) 693-8211
MVYRADIO.ORG | 88.7FM Cape & Islands | 96.5FM Newport RI

UNDERWRITING MEDIA KIT

Independent

Listener-Supported

Non-Profit

What is a Business Underwriter?

MVYRADIO is an independent radio station, funded by listeners, grants and local businesses. Your business can show support for **MVYRADIO** through Underwriting messages on our broadcast, stream, website, newsletter and other sponsorship opportunities. When you hear “Support for **MVYRADIO** comes from...” on the station, that’s Underwriting! Your :15 messages can raise awareness for your location(s), goods and/or services available and contact information.

Why use underwriting to promote my business?

Our listeners tune in longer, and your messages are heard. Conscientious programming allows for just two 15 second Underwriting messages to air back to back during regularly scheduled program breaks. Listeners are only 30 seconds away from the next set of programming, resulting in longer listening habits. Our listener survey showed that our core listeners tuned in to **MVYRADIO** an average of 10 hours a week*, meaning your message will be heard.

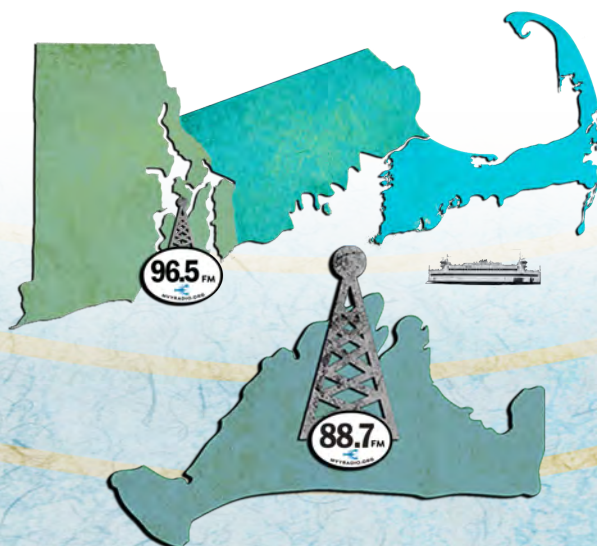
Our listeners are loyal and growing

MVYRADIO listeners are on average between the ages of 35 and 65+; 96% have some college, a college degree or higher; 93% have incomes over \$50,000, 94% are homeowners, and exhibit strong buying habits with a loyalty that has only grown over the years.*

In addition to our 88.7 & 96.5 FM audiences - estimated at 18,800 unique listeners weekly*, **MVYRADIO** reaches people on our smartphone app, our web site (MVYRADIO.org) and through other streaming platforms such as Tune-In, iHeart, and smart speakers, reaching **MVYRADIO** listeners no matter where they are. Our streaming audience is estimated to average 36,300 unique listeners each week.**

Over 90%*** of listeners surveyed were also donors to the station, showing a loyalty to **MVYRADIO** and an affinity for local businesses that also support the station.

MVYRADIO's format is exclusive to the Cape and Islands, Newport and the Southcoast: The station's consistent format is recognized nationwide and offers an eclectic mix of current and classic Adult Alternative Albums, including rock, folk, blues, singer/songwriter, mixed with national and local news, weather and community information. We broadcast from Martha's Vineyard, reaching listeners all over Cape Cod, the islands, and the South Coast on 88.7 FM and Newport, RI on 96.5 FM.



*Nielsen Radio Data, Fall 2023-Spring 2024

**StreamGuys, July 2023

***MVYRADIO Listener Survey 2022



151,000+
new visitors

33,000+
avg visits
each month



stream
activated
280,000+
times/ month

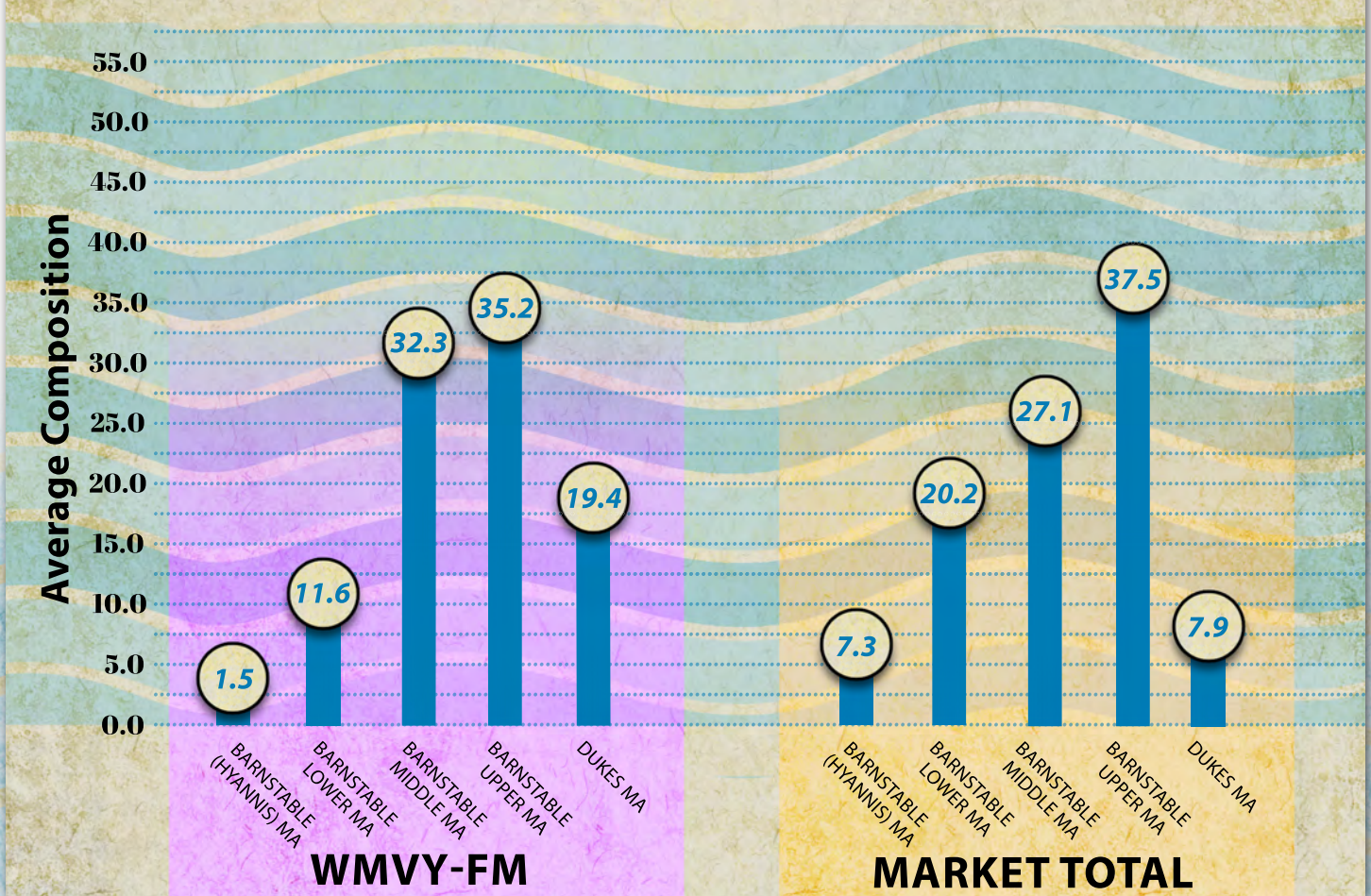
app is
launched
192,000+
each month

StreamGuys, AirKast, Google Analytics. All metrics are estimates based on each platform's individual analytics system.

PERCENT OF LISTENERS IN LOCAL COUNTIES

MVYRADIO vs. CAPE COD MARKET MARTHA'S VINEYARD & THE WORLD

County Breakout Persons 12+, Monday-Sunday 6AM-midnight



County Composition Detailed Sourcing Summary

Market: CAPE COD, MA
Survey: Average of Nielsen Radio Fall 2023-Spring 2024
Geography: Base Geo: Metro
Daypart: Monday-Sunday 6a-midnight
Demo/Intab/Population:

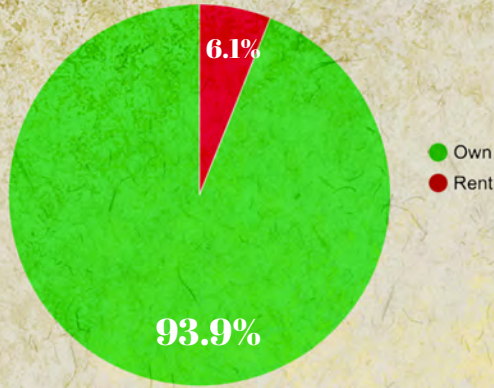
Persons	Age/Gender	Population	Intab
	12+	233,600	2,062



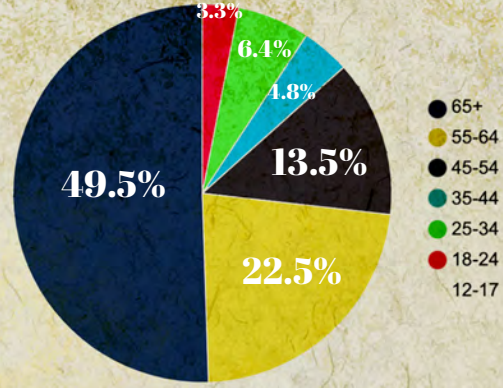
Report: Copyright 2008 Nielsen. Software: Copyright 2008-2024 Nielsen. Nielsen Radio Data: Copyright 2023-2024 Nielsen. All rights reserved.

MVYRADIO QUALITATIVE PROFILE

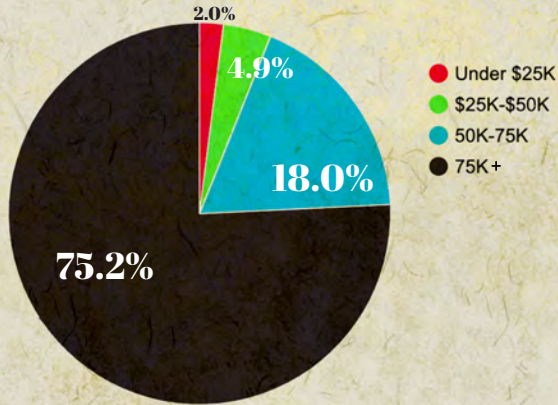
HOME OWNERSHIP



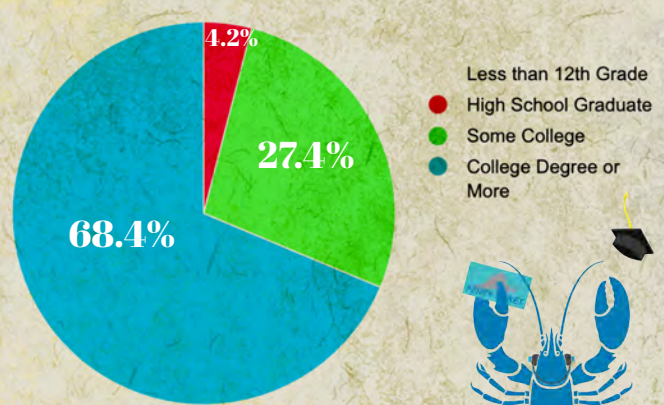
AGE



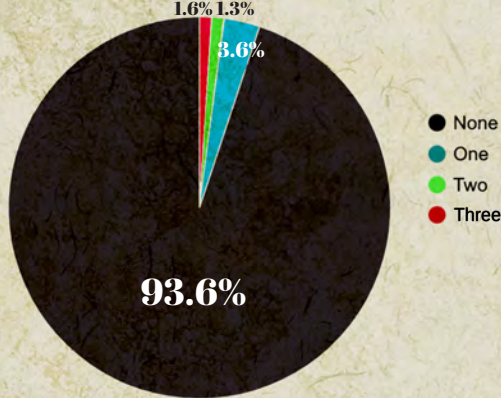
HOUSEHOLD INCOME



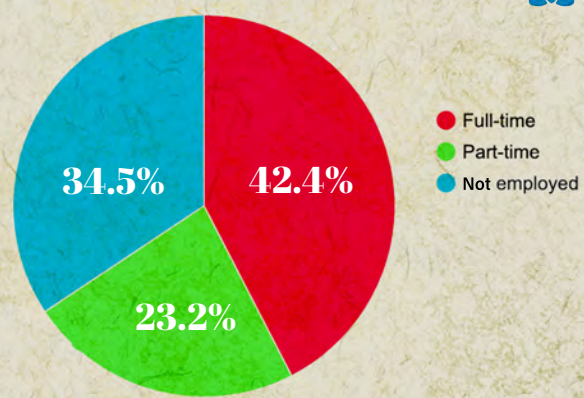
EDUCATION



NUMBER OF PERSONS IN HOUSEHOLD UNDER 12



EMPLOYMENT



GENDER



IQP Detailed Sourcing Summary

Market: CAPE COD, MA | Qualitative: Nielsen Radio Fall 2023-Spring 2024

Geography: Metro

Qualitative Demo/Intab/Population:

Persons	Age/Gender	Qualitative	Population	Intab
	12+	RADIO STATIONS: WMVY-FM	18,600	83





88.7 FM (Cape Cod & Islands and Southeast MA)
96.5 FM (Newport) & MVYRADIO.ORG
:15 Second Underwriting Messages

RATE CARD

Levels designate seasonal inventory availability*

	OFF-SEASON JAN- MARCH	SHOULDER APR-MAY & SEP-NOV	HIGH SEASON JUNE-JULY-AUG & DEC
MONDAY – FRIDAY			
AM DRIVE 6 AM – 10 AM	\$30	\$40	\$45
MIDDAY 10 AM – 3 PM	\$25	\$35	\$40
PM DRIVE 3 PM – 7 PM	\$30	\$40	\$45
EVENINGS 7 PM – 12 MID	\$15	\$20	\$25
PRIMETIME 6 AM – 7 PM	\$25	\$35	\$40
.....			
SATURDAY – SUNDAY			
PRIMETIME 6 AM – 7 PM	\$25	\$35	\$40
.....			
MONDAY – SUNDAY			
R.O. S. 6 AM – 12 MID	\$15	\$20	\$25

*These rates are a guide to show how our rates change based upon seasonal inventory availability and audience size. Please ask your Account Executive to customize a program to fit your budget and business goals.

Rates effective as of September 1, 2023

Underwriting messages on MVYRADIO can be used to inform our listeners about your location, hours and services and on-line presence.

Underwriting messages can be:

- informational, but not promotional
- 15 seconds long
- free of any “call to action” asking a listener to “do” “buy” or “go to”
- descriptive of the business, but without qualitative language “the best” “number one”
- free of mentions of prices, discounts and sales



MVYRADIO

DIGITAL SPONSORSHIP OPPORTUNITIES

RATE CARD

MVYRADIO.ORG HOME PAGE:

Your logo & link on MVYRADIO.ORG
 (black & white, 200 x 100 px, 72 DPI, horizontal)
 Over 395,000 page views & 151,000 new visitors in 2022*

\$200/month

MVYRADIO NEWSLETTER:

Your banner in two newsletters each month
 (600 x 100 px, 72 DPI, jpeg)
 Subscribed to by over 10,000 [MVYRADIO](#) supporters.*

\$250/month
 limited to 10 clients each newsletter

MVYRADIO MOBILE APP:

Your image on our AirKast Mobile App
 (1920 x 1080 px, 300 kb, jpeg)
 In 2022, our app was launched over 2.3 million times*

\$750/month
 limited to 6 clients each month;
 3 months minimum purchase

All sponsorships include live and/or recorded announcements promoting the digital feature.
Additional supporting on-air campaign strongly recommended. Please contact your Account Executive to customize a schedule to fit your budget and business goals.

**StreamGuys, AirKast, Google Analytics. All metrics are estimates based on each platform's individual analytics system.*

Rates effective as of September 1, 2023

ADDITIONAL **MVYRADIO** SPONSORSHIP OPPORTUNITIES

Ask your **MVYRADIO** Account Executive about including these in your annual campaign!

MVYRADIO DAILY FEATURES

Monday- Friday:	News, Weather, Business Report
Monday- Friday:	Morning Movie Quote
Monday- Friday:	Live, Acoustics & Covers
Monday- Friday:	Musical Notes
Monday- Friday:	At Work Challenge
Monday- Friday/Monday- Thursday:	What's New for Lunch/Essential MVY
Monday- Friday:	Mindbender
Monday- Friday:	Blues @ 8

MVYRADIO WEEKLY PROGRAMS

Monday:	Hot Seat
Tuesday:	Local Music Café
Wednesday:	Album of the Week
Thursday:	Person of the Week
	Positive Vibrations
Friday:	Friday Night 6 Pack
	Uncharted Waters
Sunday:	Sunday Morning & All That Jazz
	Vineyard Current/Cape Cod Current
	Night Casts/Woodstove Studios

MVYRADIO SEASONAL/PROMOTIONAL/GIVEAWAYS

January- March:	Storm Reports
February:	Black History Month
March:	Night Out for Non-Profits
April:	Climate Action Notes
Memorial Day- Labor Day:	Beach & Boating Reports
July Fund Drive:	Beach Bag Giveaway
July-August:	Patio Concert Series
Labor Day- Indigenous Peoples' Day:	Boating Report
mid-September- mid-October:	MV Fishing Derby Report
November- December:	Stocking Stuffer Giveaway/Holiday Music Sponsorship
December- New Year's Day:	Top 25 Albums of the Year

MVYRADIO DIGITAL PODCAST PROGRAMS

Posted in the Archives on Saturdays	My Back Pages: Folk & Folk Rock tracks, hosted by Barnes Newberry
Posted in the Archives on Tuesdays	Shakedown Stream: For Grateful Dead fans, hosted by Jer Bear

LEARN MORE ABOUT US ON MVYRADIO.ORG

click link or scan QR Code

About **MVYRADIO**

[CLICK HERE](#)

MVYRADIO

Board Mission, Vision, Values,
Non-Profit information,
Diversity statement & Boards

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On-Air Personalities

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Programs & Features

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On-Air Schedule

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Ways to Listen & Listener Map

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Events

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Contact Information

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Business Supporters

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Underwriting Inquiry Form

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Hear Underwriting Client
Testimonials

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LISTEN NOW!

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