

# All classical music, all the time



**CRB Classical 99.5, the region's only 24/7 classical music station**, seeks to bring the joy and beauty of classical music to as many people as possible, and to bring as many people as possible into the world of classical music.

Throughout the year, knowledgeable hosts guide listeners from Mozart and Bach to contemporary composers. Each summer listeners are treated to live Boston Symphony Orchestra and Boston Pops broadcasts from Tanglewood.

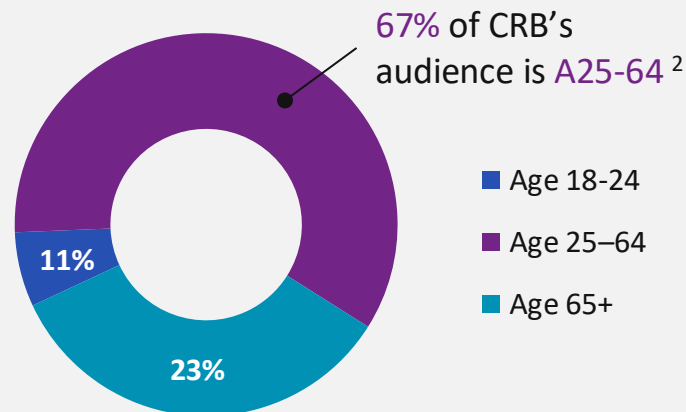
CRB is streamed live on [classicalCRB.org](http://classicalCRB.org).

## The CRB Audience

Listeners of CRB Classical 99.5 are more likely to have contributed to these types of organizations...<sup>1</sup>

- **Arts/Cultural** (220 index)
- **Environmental** (158)
- **Social Welfare** (145)
- **Education/Academic** (154)

How to read: Compared to the average adult 18+ in the Boston DMA, listeners of 99.5 are 124% more likely to have contributed to an arts/cultural organization in the past 12 months.



## Listeners love CRB sponsors

Among public radio listeners:

**82%** “feel more positive about companies that sponsor CRB Classical 99.5”<sup>3</sup>

**70%** say “I would prefer to buy a product or service from a company that sponsors CRB Classical 99.5”<sup>3</sup>

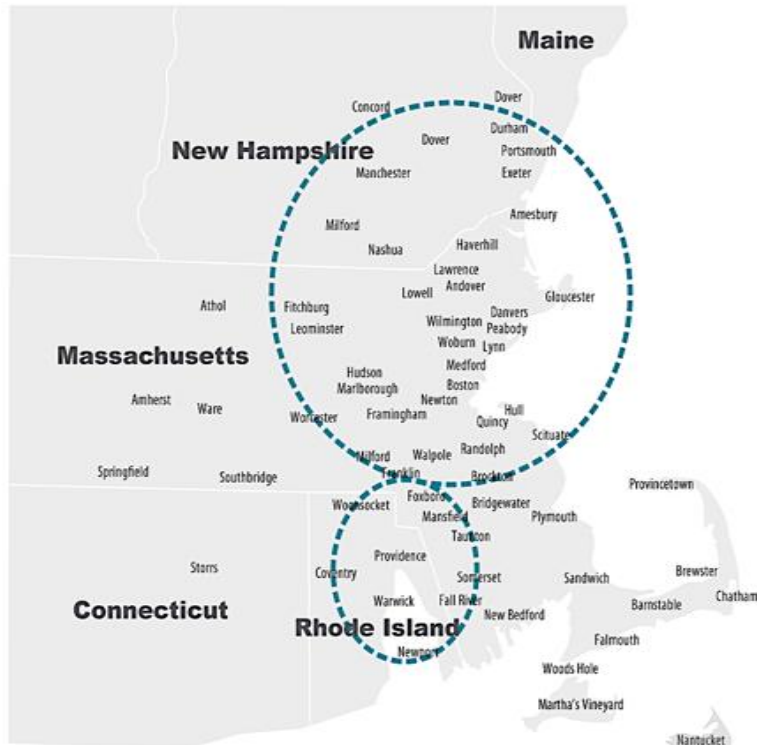
Source: Scarborough–Boston 8/21–10/23, M–Su 6a–12m Cume, past 12 months, A18+; Nielsen TAPSCAN, Jan 2024, M–Su 6a–12m Weekly Cume, A18+

# Clutter-free listening for an exclusive audience



CRB Classical 99.5 attracts a valuable and hard-to-reach audience of classical music fans in the Greater Boston and Providence area.

CRB simulcast on 88.7 WJMF Smithfield-Providence



Amplify your message and connect with a vast, unduplicated audience.

Of A25–54 CRB listeners...

- 87% do **NOT** listen to GBH
- 88% do **NOT** listen to BUR
- 96% do **NOT** listen to WBZ-AM
- 85% do **NOT** listen to WBZ-FM (99.5 The Sports Hub)
- 94% do **NOT** listen to WRKO-AM

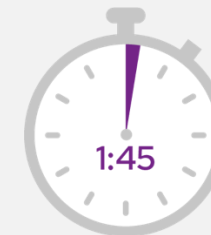
Maximize your reach with CRB and GBH combined!

Source: Nielsen TAPSCAN, Duplication Grid, Jan/Feb 2024, M–Su 6a–12m Cume

More music with limited interruptions means your message stands out.

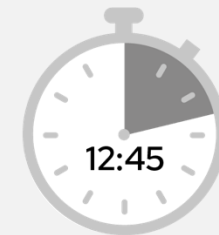
Source: Media Monitors, 3/11/24, 11a-12p

CRB Classical 99.5



Only 1:45 of promo time each hour!

Commercial radio



12:45 promo time = listeners tune out.

# Multiplatform sponsorship opportunities

## RADIO

:15 and :30 spots on **Classical CRB 99.5**

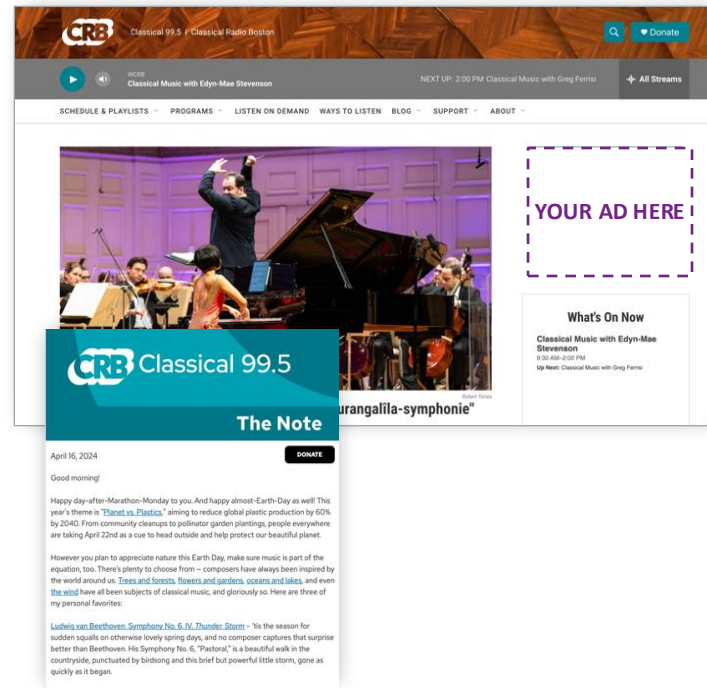
## STREAMS

Non-skippable :15 second pre-roll spots

- Classical CRB 99.5 live stream
- Boston Early Music
- BSO Channel
- Bach Channel
- Holiday Music Streams (November-January)

## DIGITAL

Display ads on **Classicalwcrb.org** and The Note newsletter (weekly)



## EVENTS

GBH Music hosts unforgettable performances by local and national musicians. Events can be in person, virtual, or hybrid

- Linkable logo and acknowledgment in promotion and information emails
- Logo on atrium screen (in-person)
- Logo on “waiting to start slide” (virtual)
- Credit on GBH’s Facebook event page
- Verbal recognition during the event
- Tickets to the event

# CRB Features

CRB's beloved segments offer a unique opportunity for sponsors to align with our passionate, engaged audience while supporting the region's only 24/7 classical music station. Be part of the music and the moments!

## WEEKLY SEGMENTS

### Weekday Morning Drive

1. **Birthdays** - at 6:30 am Laura Carlo shares 3-4 celebrity birthdays.

### Weekday Mid-Days

2. **This Day in Music History** – at 10:30 am Edyn-Mae Stevenson shares a short fun music history item usually unrelated to classical music.
3. **Book Bag Lunch** – at noon, Edyn-Mae Stevenson connects you to the Boston book scene including mentions of literary events around town and reading recommendations.

### Weekday Afternoon Drive

4. **Focus at Four** – At 4 pm Greg Ferrisi features a piece based on a weekly theme
5. **Trivia** – at 5:30 pm, Greg Ferrisi poses a trivia question that is puzzled over during a short piece. The question is not music related.

### Saturday Mornings

6. **Weekend Planner** – at 9:15 am Katie Ladrigan runs down some last-minute ideas for getting out and about in Greater Boston.



## SPONSORS RECEIVE

- :15 or :30 spot in break adjacent to the feature
- Verbal recognition/live read by on-air host , i.e. "Focus at Four is brought to you by [Sponsor name]..."
- 5 consecutive weekdays for a minimum of 8 weeks (12 weeks preferred)