

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.

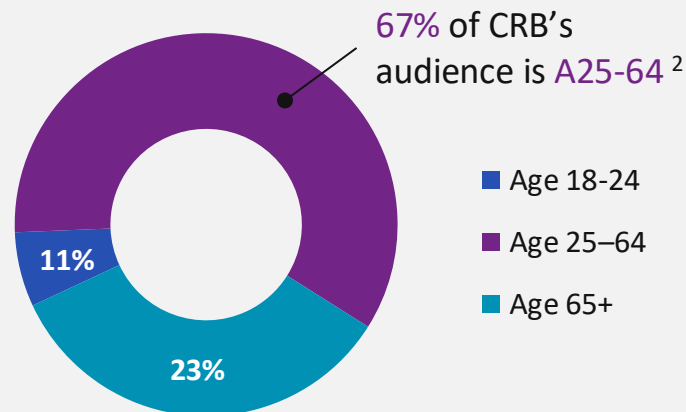
CRB is streamed live on classicalCRB.org.

The CRB Audience

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

- **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”³

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

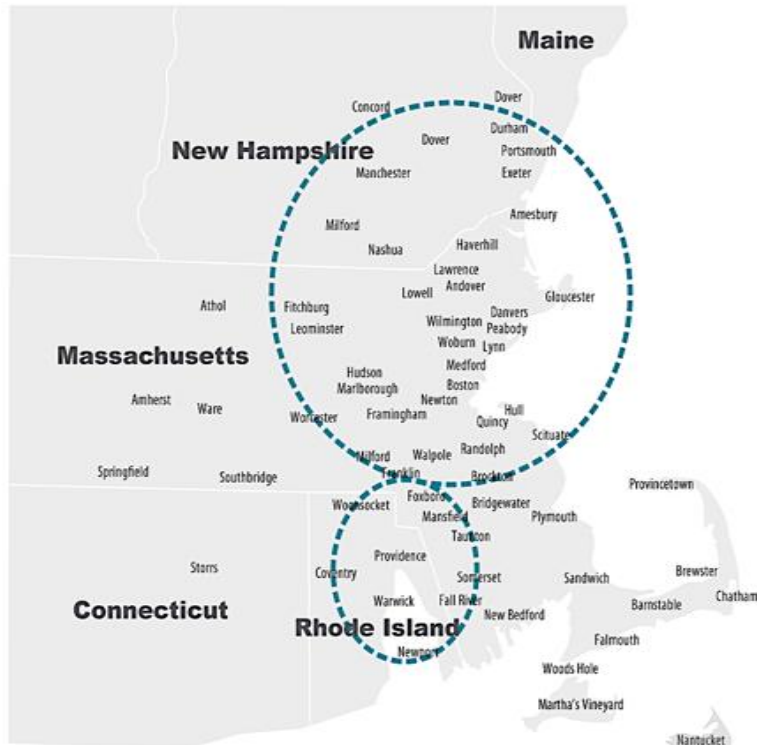
Source: Scarborough–Boston 8/21–10/23, M–Su 6a–12m Cume, past 12 months, A18+; Nielsen TAPSCAN, Jan 2024, M–Su 6a–12m Weekly Cume, A18+

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

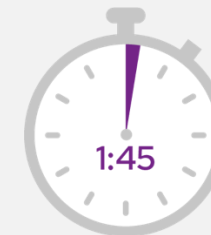
Maximize your reach with CRB and GBH combined!

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

More music with limited interruptions means your message stands out.

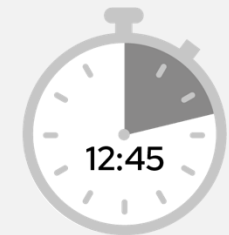
Source: Media Monitors, 3/11/24, 11a-12p

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)

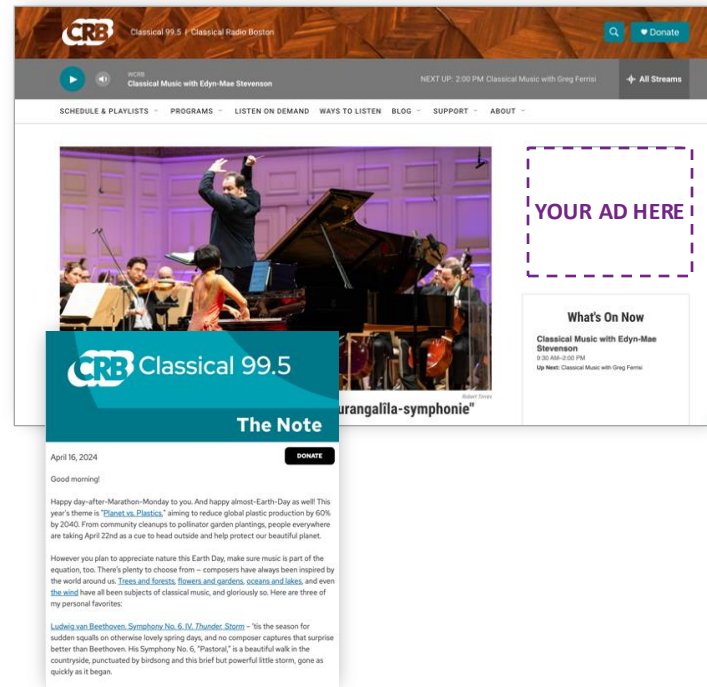
EVENTS

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

DIGITAL

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



WEEKLY SEGMENTS

Weekday Morning Drive

- Birthdays (6:30am) Host Greg Ferrisi drops into Laura Carlo's morning shift to share 3-4 celebrity birthdays.

Midday M-F

- This Day in Music History (10:30am) Edyn-Mae Stevenson shares a short fun music history item usually unrelated to classical music.

Saturday Mornings

- Weekend Planner (9:15am) Katie Ladrikan runs down some last-minute ideas for getting out and about in Greater Boston.