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For seventy years, WHRB 95.3 FM has brought Boston exciting, entertaining, and enlightening music broadcasts.

Harvard Radio's daily broadcast of Classical music, Jazz, and underground Rock explores a wide repertory of music left largely untouched by other commercial stations. WHRB's weekend lineup features Blues and Urban Contemporary programs, as well as Boston's beloved Hillbilly at Harvard, WHRB News, and Harvard Sports.

WHRB's programming delivers a variety of large, upscale, and unique audiences, creating a tremendous amount of opportunities for advertisers to reach these potential customers, increase cash flow, and improve profitability.

WHRB retains an *"unswerving commitment to individual and adventurous programming."*

- The Boston Globe

WHRB 95.3 FM

- Founded at Harvard in 1940
- FM since 1957
- Reaches most communities within I-495
- Heard worldwide via streaming at www.whrb.org

The WHRB audience is successful, educated, and intensely loyal, with the ability to spend on leisure activities and products. 7,000+ subscribe to the WHRB Program Guide, and thousands more see it online at www.whrb.org.

The Famous WHRB Orgies®!

WHRB's Orgies® are "...a triumph of musical research, imagination, and passion."

- *The New York Times*

WHRB invented the marathon music program devoted to single subjects in the 1940s and called them Orgies®. So successful was the idea that WHRB now has two Orgy® periods of about a month: winter and spring. Subjects range from major musical figures (Beethoven, Mozart, Haydn, Charlie Parker, Miles Davis, etc.) to more unusual fare (the French Baroque, 20th century commissions by the Louisville Orchestra, unusual jazzmen such as Kenny Clarke and Joe Lovano, and many others).

WHRB Orgies® are available for sponsorship, and provide a unique opportunity for you to reach potential customers and increase profitability.

Advertising on WHRB is highly affordable.

You're in good company when you advertise on WHRB!

Current Advertisers Include:

Arts

Boston Ballet
American Repertory Theater
Boston Baroque
Boston Boy Choir
Boston Cecilia
Boston Chamber Music Society
Boston Early Music Festival
The Bostonians
Blue Heron Renaissance Choir
Boston Lyric Opera
Boston Philharmonic
Boston Symphony Orchestra
Brattle Theater
Cantata Singers
Celebrity Series of Boston

Newton Choral Society
Newton Symphony Orchestra
North Shore Music Theater
Opera Boston
Chorus Pro Musica
Civic Symphony of Boston
Coro Allegro
Longwood Symphony Orchestra
Masterworks Chorale
New England Conservatory
New England String Ensemble
New Philharmonia Orchestra
Newport Jazz Festival
Tanglewood Jazz Festival
Waltham Symphony Orchestra

Retail

Andover Shop
Harvard Square Business Association
J. Press

Games People Play
Keezer's
The Coop

Hospitality

Charles Hotel
Cranwell Resort

Harvard Club of Boston
Rialto Restaurant

General Business/ Other

Boston Herald
Harvard Credit Union

Hemsing Associates
Tufts Health Plan

WHRB Programming Classical

“In an era when other FM classical-music stations have resigned all pretensions to quality, WHRB retains unswerving commitment to individual and adventurous programming.”
- **The Boston Globe**

WHRB attracts the core Boston musical audience by going far beyond classical Top 40 with rich and varied classical programming, 1-10 pm Weekdays, 1-9 pm Saturdays, and 2 pm-midnight Sundays.

WHRB’s Classical programming consists of a mix of great orchestral music and compelling music by less-known composers, chamber music, choral music, and more,

From Beethoven and Mozart to Mahler, Sibelius, Shostakovich, and far beyond, WHRB’s diverse and carefully selected programming has built audience loyalty throughout the course of our 70 year history.

With sponsorship of WHRB’s classical programming, you will be able to reach a uniquely loyal and successful audience, and increase profitability.

WHRB Programming Classical

“In the vast wasteland of Boston’s radio dial...WHRB is a beacon.... Please know how much your work is appreciated by your fantastically devoted listeners.”

- Listener letter

With the retreat of classical broadcasting in the Greater Boston Area, WHRB is the only Boston classical station that reaches this audience with your **complete** message.

WHRB’s evening drive-time is especially strong. The programming avoids the familiar format of short bursts of music separated by many commercials. Instead, the music is substantial and attractive, and **your** message stands out.

Concert programs, opera, and special features

Only on WHRB will one find twice-weekly **complete concerts by great world orchestras**, recorded in concert halls with spectacular sound. Currently, WHRB broadcasts performances of the San Francisco Symphony Orchestra with Michael Tilson Thomas, acclaimed as one of America’s foremost conductors, and the Amsterdam’s Royal Concertgebouw Orchestra, one of the world’s Top Five.

Over a decade ago, WHRB acquired the weekly Saturday afternoon live broadcasts of the **New York Metropolitan Opera**, and thousands more joined the WHRB listening audience. The Met is heard live from New York, from December to early May.

WHRB is the only station in Boston to have presented opera every week for 50 years, on **Sunday Night at the Opera**. During the Metropolitan Opera broadcast season, two operas every week command a large, essential, and phenomenally loyal audience.

An opera package of the Met and Sunday Night at the Opera may be the perfect vehicle for you. Availabilities are limited, so it is best to decide early. And don’t forget WHRB’s popular **Post-Met Vocal Program**, with great singers from the past and present.

WHRB’s opera programs reach an audience unparalleled in its devotion that will listen to your ad, and increase your bottom line.

WHRB Programming Morning

Jazz

Boston's longtime and only morning jazz program, The Jazz Spectrum is heard weekdays from 5 am to 1 pm (Saturdays 5-9 am), with attractive music from Charlie Parker, Duke Ellington, and Dizzy Gillespie to Wynton Marsalis, Cecil Taylor, Brad Mehldau, and musicians of the contemporary scene. Advertisers can reach Boston's most committed jazz audience as they wake up, drive to work, and settle at the office.

Blues

One of Boston's few Blues programs, Blues Hangover, Sundays from 7-11 am, reaches a large crowd of blues lovers with irresistible recordings from the earliest years of blues to today's biggest names.

Country

Hillbilly at Harvard has been a Boston radio institution for over 50 years, with the kind of audience loyalty Boston reserves for only the few. Host "Cousin" Lynn Joiner and the late Brian "Ol' Sinc" Sinclair built that audience during three magnificent decades, and Cousin Lynn continues with regular guest co-hosts, visiting touring bands, and a unique and extraordinarily lively mix of old and modern country-and-western and bluegrass, all presented with insight and fun. For the many fans, the *perfect* way to start their Saturday!

"I love those guys!"

- **Patty Loveless**, Country Music Association Female Performer of the Year

"There's nothing comparable to it in Nashville or anywhere else. I'm not kidding!"

- **Jim Rooney**, Grammy Award-winning producer

Sponsorship of WHRB's morning programs will ensure your ad is highlighted. Your ad will reach thousands of radio listeners united by their love of music and help to increase inventory turnover.

WHRB Programming Talk

News

WHRB's News Department serves the Harvard University community and the greater Boston area with local, national, and global news, in capsule reports and in a weekly magazine program that opens the intellectual resources of Harvard University to our listeners. From Across the Yard every Sunday features Harvard professors, cultural and community figures, University students, and visiting politicians and heads of state.

Sports

There has never been better coverage of Harvard sports than that on WHRB. No broadcast team could match the deep information and insight of WHRB's crew in this. Our experienced play-by-play and color announcers broadcast Harvard football, men's and women's hockey, and men's basketball, and on Sundays they wrap up the sports week on Crimson Sports Talk.

Sports on WHRB is a prime way to reach current Harvard students, the vast network of alumni, and the many fans who follow the local teams on both the broadcasts and the online streaming worldwide at www.whrb.org. (See www.gocrimson.com for team schedule information.)

WHRB's experienced staff will record and edit all commercials for you, and even write them or help you write them. We are also happy to take your ad produced elsewhere.

WHRB's sports broadcasts reach out to a wide base of Harvard Alums, both in the Boston area and online, and provide an incredible potential customer base to help increase profitability.

WHRB Programming Nighttime

The Record Hospital

WHRB's underground rock program Monday through Friday from 10 pm to 5 am, draws on a large and extraordinary collection of recordings going back three decades — punk, pop, hardcore, emo, new wave, no wave, post punk, prepunk, indie, crust, and virtually every other pace-setting genre.

The Darker Side

Hip-hop, R&B, dancehall, soul, funk, reggae, and underground in an original and exciting mix, Saturday nights from 9 pm to 7 am, Sunday nights from midnight to 5 am, the music for the college club crowd.

WHRB's nighttime programming reaches a younger audience that is appreciative of and devoted to WHRB's nighttime broadcasts. If you're looking for a way to reach out to a younger audience, look no further than WHRB's nighttime programming.

2011-2012 Advertising Rates

Time Slots	30 Seconds	60 Seconds
Monday-Sunday		
5am-10pm	\$60	\$75
All other times <i>Excluding SNATO</i>	\$15	\$25

Metropolitan Opera Adjacent 60 Second Ads: \$130.
Metropolitan Opera Internal 60 Second Ads: \$180.

Quantity discounts are available.

Bi-Monthly Program Guide Rates

Program Guide Ads	Rates*	Vertical Dimensions	Horizontal Dimensions
Full Page	\$795	5 ¼" wide, 8" tall	5 ¼" wide, 8" tall
Half Page	\$495	2 ½" wide, 8" tall	5 ¼" wide, 4" tall
Quarter Page	\$345	2 ½" wide, 4" tall	5 ¼" wide, 2" tall
Eighth Page	\$195	2 ½" wide, 2" tall	5 ¼" wide, 1" tall

*All prices are for camera-ready copy. Typesetting and production charges are extra.
All rates are net to station. All dimensions are outside limits and include any box.

Please speak with your sales representative about Program Guide advertising.

WHRB.org Online Advertising

Banner advertising is available on www.whrb.org. Please speak with your sales representative about online advertising.