



# WCNY

connected.

## 2019 Media Kit



## ABOUT WCNY

WCNY is a community-owned **multi-media** company that produces award-winning original content and provides local and global programming to audiences across multiple platforms, including **television, radio, web, digital, social media, print, and events.** WCNY, the Central New York PBS affiliate, connects with audiences of all ages through innovation, creative content, educational programs, and transformative experiences.





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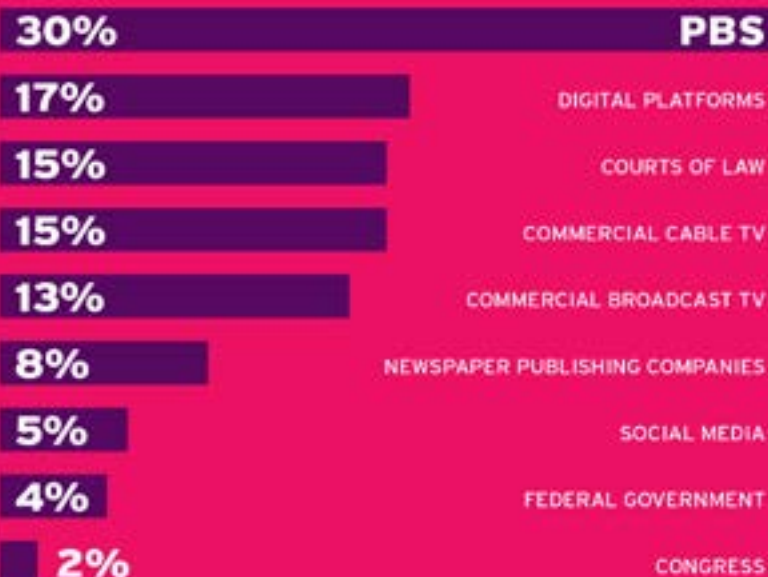
## WHY WCNY

**Trust** – PBS is the most-trusted institution in America for 15 years, and WCNY's audience is loyal. When you partner with PBS, your brand gets instant trust and credibility in the market that you can't get anywhere else; this is called the "Halo Effect."

**Vast Reach** – WCNY can reach **1.8 million** people in **500,000** households across **19** counties in Upstate New York, nearly a third of the state and parts of Canada. In addition, WCNY reaches a global streaming audience.

**Integrated Programming** – Unlike commercial media, WCNY delivers uninterrupted content with far fewer underwriting messages than any other station. Our multi-media platform provides partners with one-stop shopping and a single point of contact for integrated marketing.

### PBS IS #1 IN PUBLIC TRUST



SOURCE: Marketing & Research Resources, Inc. (MRR), January 2015





## WHY WCNY

**Affluent Audience** – WCNY reaches **59%** of the Central New York market with a household income greater than **\$75,000**, and **35%** of the Central New York market with a household income greater than **\$150,000**. WCNY members are highly educated, engaged and influential in the community. WCNY's audience is informed and values quality and depth of content.

**Underserved Audience** – As a public broadcaster, WCNY reaches **34%** of the market with a household income less than **\$25,000** and **37%** with household income less than **\$50,000**. We reach those who are not subscribing to Cable.

**Ad Engagement** – PBS viewers are **34%** more likely to act on messaging vs. Cable (21%) or Broadcast (15%) viewers, according to the Harris Poll. **48%** of PBS viewers believe our advertisers are committed to quality and excellence vs. Cable (27%) or Broadcast (16%).





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## FCC UNDERWRITING GUIDELINES

Corporate announcements may:

- Be :15 or :30 seconds.
- Describe your business, corporate mission, or products.
- Include an 800-number and/or website URL.
- Reference an association between your company and the program you are sponsoring.

To maintain PBS' non-commercial character, announcements may not contain:

- Comparative or qualitative language.
- Price, discount or financing information.
- Specific call-to-action words, include an inducement to buy, include an endorsement, or use visuals that demonstrate product use and quality.
- Personal pronouns (e.g. you).

### PBS SPONSORS BENEFIT FROM BEING ON OUR AIR



**71%**

say companies who sponsor PBS provide a valuable public service



**68%**

agree that sponsors are committed to quality & excellence



**68%**

say PBS sponsors are committed to education



**64%**

agree that PBS sponsor messages are seen as different & better



**55%**

say that companies that sponsor PBS are industry leaders

Source: Commercialism Research, City Square Associates, January-February 2016





## TELEVISION

### ONE BROADCASTER: FIVE CHANNELS

WCNY has five channels to choose from, offering mass appeal and robust niche programming.



#### WCNY PBS

Our PBS channel, broadcast in high-definition, features national, international, and locally produced programs.

Over-the-Air: 24.1  
Time Warner Basic: 4, 11, 12, 13, or 15  
Time Warner Digital: 1221/1222  
Verizon FiOS: 11  
Direct TV: 24-1  
DISH: 24



#### CREATE

Lifestyle programming all day weekdays from 6 a.m. to 10 p.m. Classic Arts Showcase from 10 p.m. to 6 a.m.

Over-the-Air: 24.2  
Time Warner Digital: 1275  
Verizon FiOS: 466



#### GLOBAL CONNECT

Breaking news from a variety of sources and viewpoints with perspectives on international events and culture.

Over-the-Air: 24.3  
Time Warner Digital: 1276  
Verizon FiOS: 467



#### WiCKNeY KIDS

24/7 PBS Kids programming featuring parent-trusted educational & entertaining shows for children. PBS Kids programming will also remain on WCNY.

Over-the-Air: 24.4  
Time Warner Digital: 1277  
Verizon FiOS: 468



#### HOW-TO

Features lifestyle programming that repeats three times a day starting at 6 a.m., 2 p.m., and 10 p.m. Only on Time Warner.

Time Warner Digital: 1278





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## TELEVISION

### VIEWERSHIP

- Up to 1.8 million people in 500,000 households across 19 counties in Upstate New York.
  - In addition, we reach a global streaming audience.
  - PBS prime time (5-11 pm) has high viewership and maintains a strong 6th place in overall network ratings, with the top three networks declining year-over-year.
  - We offer a variety of genres to educate, entertain and inspire audiences, including Arts and Drama, Science and Nature, History, Independent Films and Documentaries, and News and Public Affairs. Aligning your message with targeted content helps to reach the right demographic audience.
  - Our most popular prime time series include [Antiques Roadshow](#), [Masterpiece](#), [Call the Midwife](#), [NOVA](#), [NATURE](#), [The Great British Baking Show](#), [FRONTLINE](#), and [PBS NewsHour](#).
- [WickNeY KIDS](#), WCNY's PBS children's programming is the most trusted children's programming nationally.
- It reaches 89% of children ages 2-8.
  - Of the entire viewing audience, 44% are adult guardians watching with their children.
  - Our most popular and parent-trusted programs include [Daniel Tiger's Neighborhood](#), [Curious George](#), [Wild Kratts](#), and the beloved [Sesame Street](#).

\*Source: PBS Audience Insight 2017 Annual Report

### LOCAL PRODUCTIONS

**CONNECT NY** - broadcast monthly across seven NYS PBS stations (Buffalo, Rochester, Syracuse, Watertown, Plattsburgh, Long Island, and Binghamton)

**Cycle of Health** – a weekly program around local and national health and wellness issues. Aired Thursdays at 8 p.m.

**Double Down** – a weekly high school academic quiz show. Aired Sundays at 6 p.m.

**Ivory Tower** – recorded and broadcast weekly featuring a panelist of academia. Aired Fridays at 8 p.m.

**SciTech Now** – a weekly program around local and national science, technology, and innovation. Aired Thursdays at 8:30 p.m.



**Deadlines:** Upon contract approval, three business days to traffic pre-produced promos.

**Materials:** XD Cam 50

Underwriting rates are based on programs, day part and message length.



WCNY has four stations:

**Classic FM** – Central New York’s only classical music station with live, locally hosted classical music programs, featuring opera, symphony, Broadway and more.

**Oldies HD** – Available in high-definition and streaming, the station features rock and pop from 50s through 70s, with NPR news updates on the hour.

**Jazz HD** – Available in high-definition and streaming, the station features local and national cool jazz.

**ReadOut Radio** – A special service for the blind and visually impaired, providing daily news publications, sports highlights, novels and more.



WCNY is not just a media outlet to Prevention Network; they are a truly committed community partner. We highly value our collaborative relationship. Prevention Network has been working to build a healthier community since 1949 through our programs and services to address addiction and related issues. Our partnership with WCNY has already brought these efforts to new heights because of the mutual integrity, respect, and community-driven focus that our two organizations share.”

– Beth E. Hurny, Executive Director,  
Prevention Network



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**RADIO**

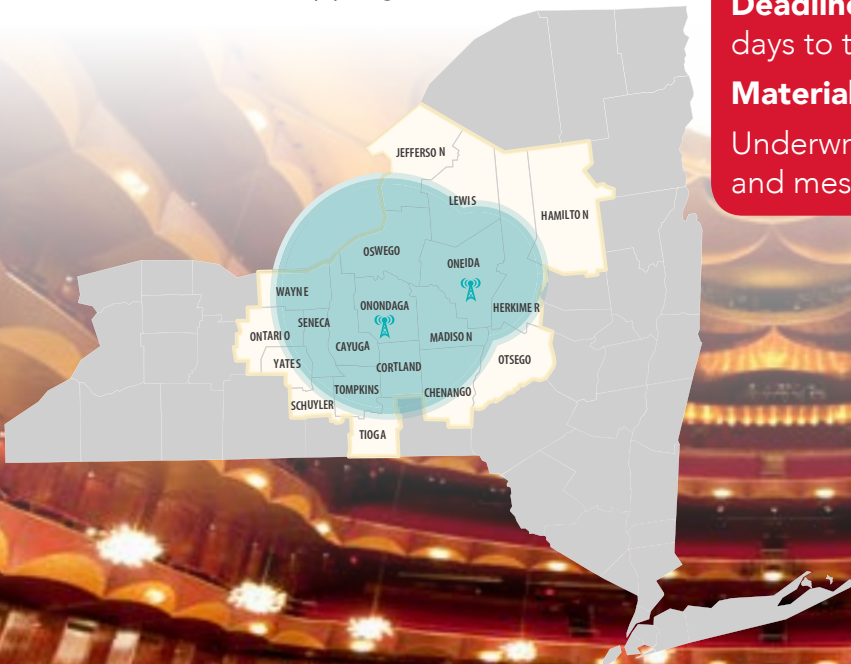
## LISTENERSHIP

- WCNY Classic FM listeners are the area's best and brightest people, a passionate audience of New York and Canadian listeners who are the business leader, the cultural connoisseur, the educated lifelong learner, the civic leader, the sustainability champion, the curious explorer and the tech trendsetter.
- Live hosts can incorporate seamless on-air mentions embedded into the programming, creating greater visibility and status for you, a more fluid experience for listeners, and a significant decrease in "skipping channels."
- Classic FM features nightly concerts from around the world, including *Los Angeles Philharmonic*, *Symphony Cast*, *New York Philharmonic* hosted by Alec Baldwin, *Chicago Symphony*, *Metropolitan Opera*, *Concierto* presented in both English and Spanish featuring Latino and Spanish composers and musicians, *Symphoria*, and specialty programs including Broadway, Italian-American music, jazz and bluegrass.
- WCNY's "[Feminine Fusion](#)," a weekly program that celebrates women in classical music, is syndicated nationwide.

**Deadlines:** Upon contract approval, three business days to traffic pre-produced promos.

**Materials:** MP3

Underwriting rates are based on programs, day part and message length.





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**RADIO**

## **'THE CAPITOL PRESSROOM'**

WCNY's award-winning "The Capitol Pressroom" public affairs program, hosted by Susan Arbetter and recorded in Albany, is broadcast daily by public radio stations across all of New York State, including New York City, and is also available for streaming via web and podcast.

## **HOW TO LISTEN**

"The Capitol Pressroom" streams live online at [wcny.org/thecapitolpressroom](http://wcny.org/thecapitolpressroom) weekdays at 11 a.m. It is also available on [iTunes](#) or the [TuneIn](#) app.

- Average page views per month: 2,778
- Unique page views per month: 2,031
- Average podcast plays per month: 28,284

## **ABOUT SUSAN ARBETTER**

Susan is WCNY's director, public affairs, host of [The Capitol Pressroom](#), and [CONNECT NY](#). She is an award-winning broadcast journalist who brings more than 15 years of experience to the Pressroom as an Albany correspondent.



Most recently she received the Hall of Honor award, the highest honor presented by The Women's Press Club of New York State. She was recognized for her award-winning journalism work, joining the ranks of many notable women including recent inductees Chris Jansing (2017), Benita Zahn (2016), Liz Bishop (2015), Judy Sanders (2014), Jill Abramson (2012) and Barbara Walters (2011).

Susan has earned more than 30 awards for electronic journalism, including – but not limited to a 2013 Emmy Award for Best Public Affairs Series for the television show *Insight*; radio broadcasting awards including those from Edward R. Murrow, Scripps-Howard, AP, PRNDI & NYSBA, and, the Albany Times Union's "Best Local Radio Personality" Berkshire Living's "Favorite Voice," Media Person of the Year, and the Excellence in Career Achievement awards from The Women's Press Club of New York State.

**Deadlines:** Upon contract approval, three business days to traffic pre-produced promos.

**Materials:** MP3

Sponsorship includes underwriting message across all platforms. Limit of 6 sponsors per week.





## MAGAZINE

### WCNY CONNECT

WCNY's *CONNECT* magazine is a bi-monthly subscriber only publication reaching nearly 16,000 households with each edition across Central New York. This high-end glossy 88-page magazine is a staple on members' coffee tables for two months, providing both programming information as well as insightful thematic, regional and seasonal content.



### 2019 EDITION SCHEDULE

#### January/February

**Health and Wellness** – A personalized journey to wellness begins here. Explore some of the region's gyms, yoga, training facilities, medical practices, and more.

#### March/April

**Women's History & Business** – Celebrate the historical accomplishments of women across the region, with a focus on women-owned businesses.

#### May/June

**Summer Adventure** – A guide to concerts, camps, and other specialty attractions in Central New York.

#### July/August

**Food and Beverage** – A taste of locally-owned restaurants, wineries, and breweries. Announcing the 2019 Taste of Fame Chef.

#### September/October

**Education** – Celebrate Central New York's educational institutions, museums, and family-focused businesses.

#### November/December

**Holidays** – Spread some cheer with a guide to locally-owned and operated shops with gifts for all ages.

### DEADLINES

Edition	Reserve Space	Materials Due
JAN/FEB	11/19/18	11/30/18
MAR/APR	1/18/19	1/31/19
MAY/JUN	3/19/19	3/29/19
JUL/AUG	5/17/19	5/31/19
SEPT/OCT	7/19/19	7/31/19
NOV/DEC	9/19/19	9/30/19



Borio's is a family owned business with deep ties in the community. We value our partnership with WCNY as they too are deeply connected to the Central New York community at large. We believe that WCNY's values of community engagement and connected spirit mirror that of Borio's, and having such a strong partner in our corner over the years has helped to allow us to serve our community even better than before."

– Tony Borio, Owner, Borio's Restaurant



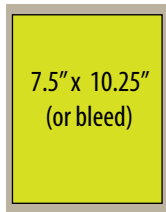
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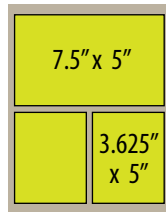
**MAGAZINE**

## SIZES, RATES, & SPECS

Full

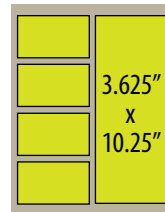


1/2 Horizontal



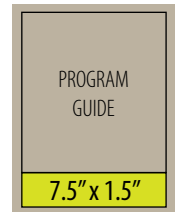
1/4

1/8 3.5" x 2.25"



1/2 Vertical

Program Guide



POSITION / SIZE	1x	3x	6x
<b>BACK COVER OR PROGRAM GUIDE INSIDE COVER</b> (7.5"w x 10.25"h)	\$2,300	\$2,000	\$1,800
<b>INSIDE FRONT OR BACK COVER</b> (7.5"w x 10.25"h)	\$1,770	\$1,580	\$1,370
<b>FULL PAGE</b> (7.5"w x 10.25"h)	\$1,375	\$1,210	\$995
<b>1/2 PAGE</b> H (7.5"w x 5"h) OR V (3.625"w x 10.25"h)	\$980	\$830	\$750
<b>1/4 PAGE</b> (3.625"w x 5"h)	\$625	\$525	\$375
<b>PROGRAM GUIDE*</b> (7.5"w x 1.5"h) <small>*Placement is within actual programming schedule that lists upcoming shows for next two months in center of magazine.</small>	\$625	\$525	\$375
<b>1/8 PAGE</b> (3.5"w x 2.25"h)	\$380	\$265	\$190

## AD SPECS

Acceptable formats:

- Must be high resolution PDF (300 dpi).
- File should be CMYK with true blacks set in black ink only.
- Send high resolution PDF materials to your account executive.

## ART/PHOTO SPECS

For ads to be produced by WCNY media services please provide high resolution logos and photos, 300 dpi or higher in CMYK format. Please allow 2 weeks for ad preparation and approval.



## DIGITAL

Our offerings include:

**Website** – [www.wcny.org](http://www.wcny.org). WCNY's web sessions trend upward of 47,000 per month, with audiences accessing our website for information on programming, streaming content and events. Digital ads link to your website.

- Average users per month: 26,827
- Average page views per month: 73,370

**Social media** – With more than 23,000 fans and followers on [Facebook](#), [Linkedin](#), [Twitter](#) and [Instagram](#), underwriters and sponsors can receive additional recognition online.

 **13,334**    **7,163**    **1,216**    **1,410**

**Production Services** – WCNY is also able to offer production services for videos, television promotions, and radio promotions. Our local studio produces high-quality spots that can be used for any digital, television or radio advertising on any stations.



## SIZES, RATES, & SPECS

WEBSITE	Banner 700px x 120px	Widget 253px x 121px
<b>1 Month</b>	\$200	\$125
<b>3 Months</b>	\$550	\$350
<b>6 Months</b>	\$1,000	\$600
<b>12 Months</b>	\$1,750	\$1,000

**Social Media:**  
\$100 per mention on all platforms.

**Deadlines:** Upon contract approval, three business days to traffic pre-produced promos.

**Materials:** PNGs, JPGs, or PDFs



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**DIGITAL**

## E-GUIDE RATE CARD

### **E-Guide Advertisement**

Client provides logo and/or all graphic assets as a jpg and url that the e-guide ad should link to.

Standard e-Guide Ad \$250

Design Fee\* \$50

Ad Dimensions: 578px. by 86px. Includes 1 revision.\*

### **Ad Reserve Deadline**

Reserve due Friday prior to Thursday delivery, and camera-ready ad due following Tuesday

### **Ad Design Deadline**

Ad design must be complete each week on Tuesday at noon prior to Thursday delivery.

### **RATES & SPECS**

**1 Week** \$250

**4 Weeks** \$900

**13 Weeks** \$2,200

**26 Weeks** \$3,600

**52 Weeks** \$6,000

### **E-Guide Examples:**



**YOUR AD HERE!**

**TV | Celebrate Veteran's Day**

*Honor Flight: One More Tour*  
This Veteran's Day, get inspired by the story of an organization that dedicates an incredible bevy of resources to honoring Veterans from across the Central New York region. They embark on journey each year that starts far before the Honor Flight takes place and touches the hearts and minds of Veterans and families alike as they leave no stone unturned orchestrating a day filled with meaning all involved will never forget.  
Watch Monday, Nov. 5 at 9 p.m. on WCNY-TV. Re-airs November 11 at 2 p.m. on WCNY-TV.  
[Add show to calendar](#)

**TV | Double Feature Night at the Movies**

*Breakfast at Tiffany's and Sorry, Wrong Number*  
A young New York socialite becomes interested in a young man who has moved into her apartment building, but her past threatens to get in the way. Leona Stevenson is the spoiled, bedridden daughter of wealthy businessman James Cagney. One day, while listening to what seems to be a crossed telephone connection, she hears two men planning a woman's murder.  
Watch Saturday, Jan. 6 starting at 8 p.m. on WCNY.

**Movie Night!**

**MALMGREN** presents  
Concert Series  
at Hendricks Chapel  
Sonatas, Suites, & Reflections  
Jan. 21 at 4 p.m. | (315) 443-5044

**TV | Can you hear them calling?**

*The 48ers*  
Follow the stories of ordinary men and women



**DIGITAL**

## COMMUNICATIONS & CREATIVE SERVICES RATE CARD

### Magazine Advertisement Design

Client provides logo and all graphic assets.\*  
Includes 1 revision.

Grid Advertisement	\$100
1/8 Page Advertisement	\$100
1/4 Page Advertisement	\$125
1/2 Page Advertisement	\$200
Full Page Advertisement	\$250

### Digital Advertisement Design

Client provides logo and all graphic assets.\*

Web Banner Advertisement	\$100
E-Guide Advertisement	\$100
Edit to Existing Advertisement†	\$75 - \$100
Edit to Logo†	\$75 - \$250
Advertisement Redesign†	\$75 - \$150

### Logo Design

Creative Development	\$1,390
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### Event Design

Client provides logo and all graphic assets.\*

Invitation Design†	\$150 - \$300
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### Production Services

Additional fees outside this scope may apply.

:15 TV spot that does not require shoot	\$250
:15 TV spot that requires one location shoot	\$500

\* If graphic assets are not provided or content development is needed, an additional fee of \$75 - \$200 will be added.

† Final cost is dependent on scope of development and edits required.





## EVENTS

WCNY events and interactive opportunities offer high exposure branding and grassroots engagement in a personal setting. For a full list of events go to [wcny.org/events](http://wcny.org/events).



**Facility Rental** – WCNY’s LEED Platinum-certified building is available for use, whether renting meeting rooms, courtyard, café, education center and/or TV Studios for private events. Host your next company event or party at WCNY!

**2nd Annual Bob Ross Paint Bash** – Enjoy *The Joy of Painting* and Bob Ross trivia while you paint your own masterpiece with professionals from Painting with a Twist Syracuse-DeWitt event at WCNY’s TV Studios in January. All supplies included! Bob Ross-themed prizes will be rewarded plus wine/beer free samples, cash bar, heavy appetizers, and more!

**Maker’s: Women Who Make America** – The 7<sup>th</sup> Annual event celebrates women’s accomplishments across the region with awards ceremony at Women’s Rights Historical Park in Seneca Falls and a lunch at The Gould Hotel in March.

**Taste of Fame** – Signature fundraising event, featuring a live TV recording and four-course culinary experience hosted by a celebrity chef in the first week of November.

**Preview Parties and Screenings** – From new children’s programs like *Daniel Tiger’s Neighborhood* and *Let’s Go Luna!*, to documentary premiers like *The 46ers* or [Erie: The Canal That Made America](#), sponsor a preview party or screening at WCNY or one of our regional partners.



Participation opportunities vary.  
Contact your representative for details.



## EVENTS

**TravelAuc** – Members bid on hundreds of trips through a televised live broadcast in January. Sponsorship can include live volunteer team building event in January.

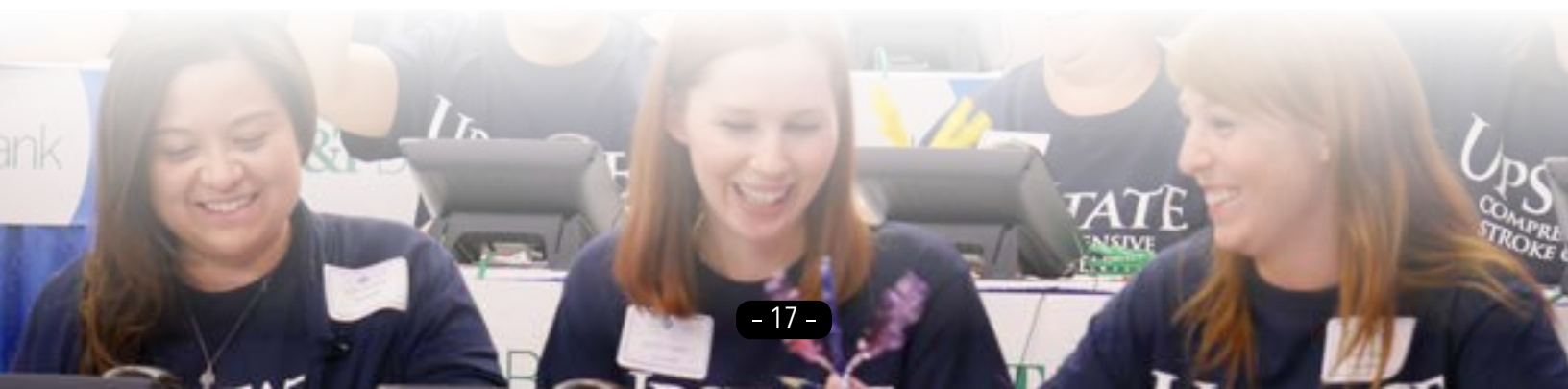
**TelAuc** – Members bid on thousands of items through a televised live broadcast in April/May. Sponsorship can include live volunteer team building event in April/May.

**Community and Member Events** – Various events throughout the year and around the community, some exclusively for members and others open to the public. Examples of previous events include: Cozy Up at Clinton Square Ice Skating, Trivia Nights, Samba Laranja concert, Scenes of the Region photo exhibition, etc.

**Enterprise America** – Providing middle school students with the opportunity to participate in an immersive learning experience focused on science, technology, engineering, and math skills, entrepreneurship and financial and civic literacy. Following the completion of classroom studies, students operate the Enterprise America City, with its 14 businesses and a City Hall. WCNY has the ability to partner with more than 3,000 schools within a two-hour radius of Syracuse. Join business sponsors like National Grid, Pathfinder Bank and Syracuse Orthopedic Specialists.

“One of our favorite parts of working with WCNY is their ability to engage the public in creative ways. A great example was their incredibly fun Erie Canal Paint Bash celebrating the one-year anniversary of the documentary, ‘Erie: The Canal That Made America.’ The event kept it local with Erie Canal-inspired door prizes, canal fare-like food and drinks, while guests received instruction from Painting with a Twist on how to create their own Erie Canal ‘masterpiece.’ As the event sponsor, the Pomeroy Foundation felt the paint bash was a nice way for people to celebrate history and have some fun. We’re proud to partner with WCNY and to serve as underwriter for the Erie Canal documentary.”

– Paula Miller, Executive Director,  
The William G. Pomeroy Foundation



## TESTIMONIALS

“Syracuse Orthopedic Specialists is exceptionally proud to support WCNY’s innovative program, Enterprise America. When offered the opportunity to sponsor the Wellness Center in the model city, we knew it was a great opportunity. When students at this young age, in middle school, are introduced to real world business and civic lessons, they gain invaluable insight that can help them as they navigate their academics and post-graduation goals. SOS believes in nurturing the interests of young people today so that we have a highly engaged, educated population that might include orthopedic practitioners in the future.”



– Michael Humphrey, CEO of Syracuse Orthopedic Specialists

“Wegmans recognizes the importance of partnering with WCNY because of the vital role WCNY plays in the region. The educational resources WCNY provides to youth and the variety of programming it offers is a valuable asset to our community. Wegmans aims to build better, healthier communities. We are able to achieve this goal by collaborating with organizations like WCNY. Our sponsorship of Taste of Fame is one of the many ways we provide support to WCNY and our community.”



– Evelyn C. Ingram, Director of Community Relations, Wegmans Food Markets

“My mother, Claire Watson, and I have been part of the Syracuse community since 1981, pouring our passion and expertise of gardening into building a company that is as unique as the products and services we offer. Like WCNY, building relationships is at the core of our mission. We do that by offering quality products and services, delivered with superior customer service practices and by enriching our customer’s lives through education and engagement. We also share a strong sense of civic responsibility with WCNY, by remaining active in and supportive of the community where we – and our customers – live, work and play.”



– Carol Watson, Owner, Carol Watson Greenhouse and Landscape Co.

“Protecting and enhancing public education, the human services and health care – and improving our working conditions and professions – is what NYSUT is all about. We are dedicated to making the quality of life better for everyone in all our communities.”

– Andrew Pallotta, New York State United Teachers President

## CONTACT THE MEDIA SALES TEAM



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