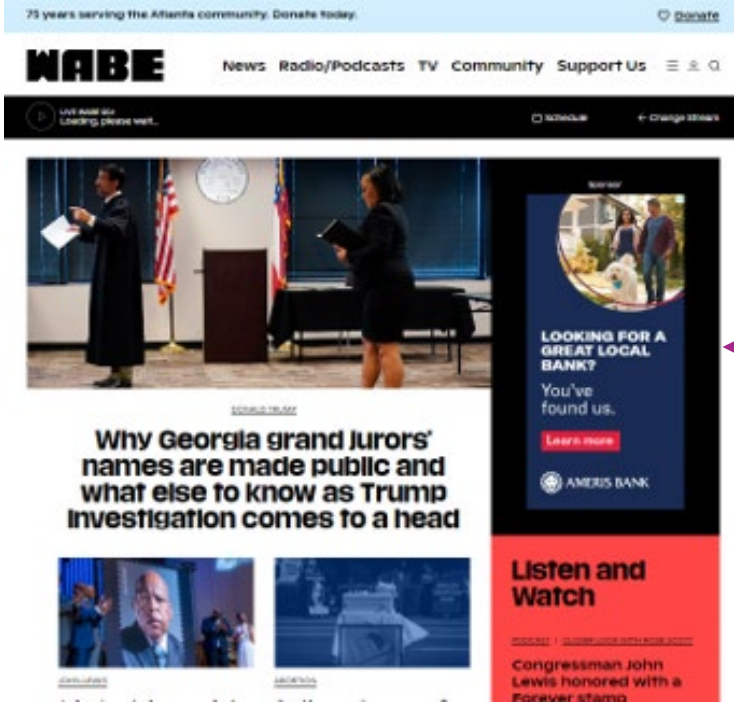


WABE **.ORG**

DIGITAL ASSETS

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At WABE.org, you will find the best stories from our radio station highlighted for your viewing, reading and listening pleasure, as well as all of the Headlines, Local, State and National news, Live streaming feeds and podcasts, WABE host bios, arts and cultural information, plus much more.

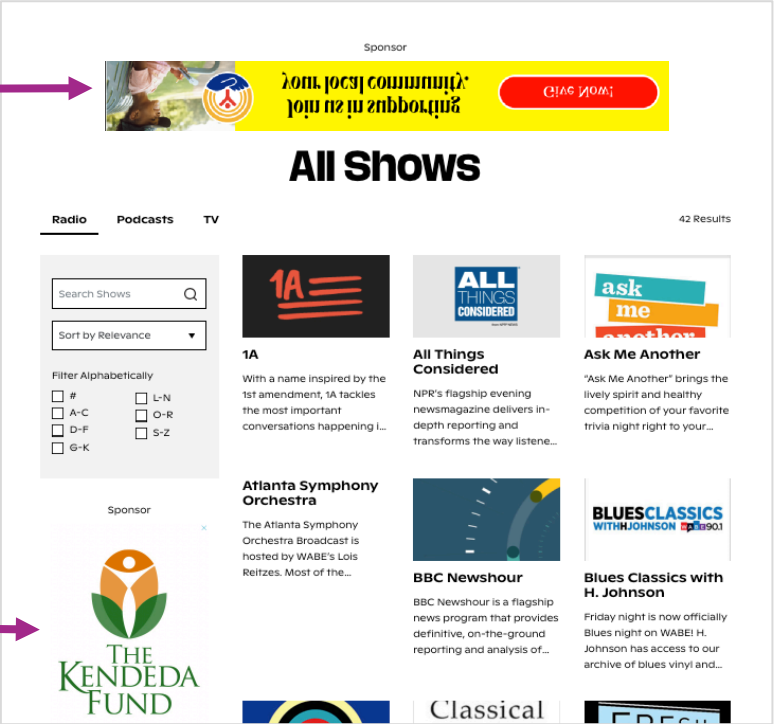


WABE.ORG HOME PAGE

Tower Ad 300x600

Banner Ad 970x90

Display Ad 300x250



WABE.ORG PROGRAMMING PAGE

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WABE.ORG FEATURE PAGES



Esports puts Georgia high school teams on the race for Victory



North Atlanta High School is now one of several high schools that offer an esports competitive team. In alliance with the Georgia High School Association, the team of 12 practices multiple times a week in a custom-built computer lab that the team has customized themselves. (Julien Kingry/WABE)

Julien Kingry | WABE
August 10, 2022

Listen 136



What started off as after-school fun for most students has now evolved into a statewide school-sponsored competition.

High school teams across Georgia can now compete in Esports through the Georgia High School Association to become a championship team by the end of the school year.

Courtney McShee, head coach of North Atlanta High School's team, says that Esports requires tremendous critical thinking, communication and collaboration.

Banner Ad
728x90



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INTERVIEW
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BUSINESS
Sep 19, 2022
Esports are growing – and so is Atlanta's role in the industry

Listen 4:12

"The same thing that most of your athletes learn in rec sports or even starting in high schools, my students are getting it in Esports as well," said McShee, whose team was one of 175 that competed in GHSA Esports last season.

The team of 12, who compete in Rocket League, Smash Brothers, NBA2K and Madden, practices multiple times a week in a computer lab that the team has customized themselves. They have begun early preparation for the kickoff of the season in September.

Witt, the team's student captain, is happy that the school has offered him and his teammates the opportunity to partake competitively in electronic sports.

He also disagrees with those who are under the assumption that the competitive gaming forum just consists of staring at a screen and pressing control buttons.

"It's more than us just sitting and playing Smash in a room ... It's genuinely practicing for tournaments," the student said.

"With the growing world of E-sports in recent years, they are finally getting an outlet to be able to compete and be recognized as individuals that are good at what they do," said McGee. "Just like our athletes."

The popularity of online sports gaming has led Atlanta Public Schools to create an Esports pathway, beginning in elementary and middle school, educating students about various aspects of gaming, including audio engineering, narrative design and programming.

"We are preparing our students for careers to have yet to exist," said Dr. Natasha Rachell, Director of Instructional Technology for Atlanta Public Schools.

The educator believes that it is important for students to become familiar with the multi-billion dollar gaming industry and the viable opportunities it could offer post-graduation, a career pathway that has seemed to score high with Witt.

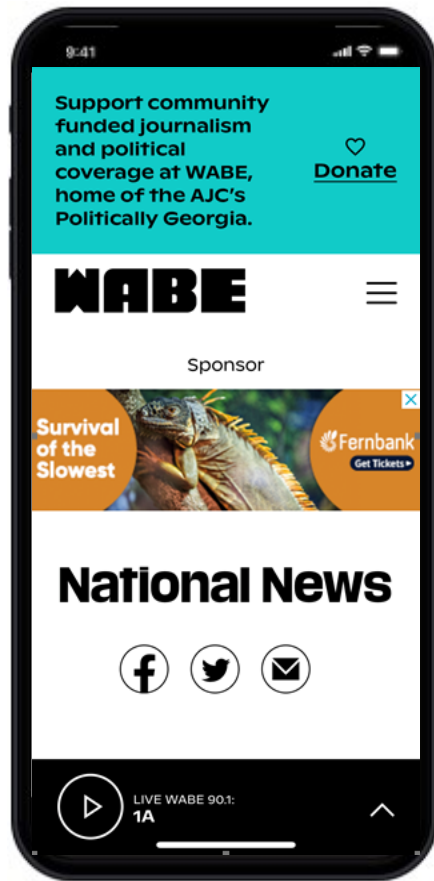
"I'd love to be a professional Smash player, that seems fun," he said enthusiastically. "Maybe someday."



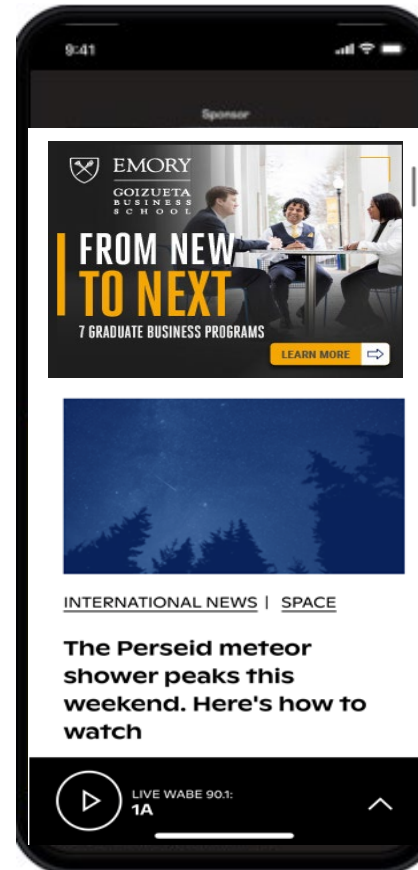
Tower Ad
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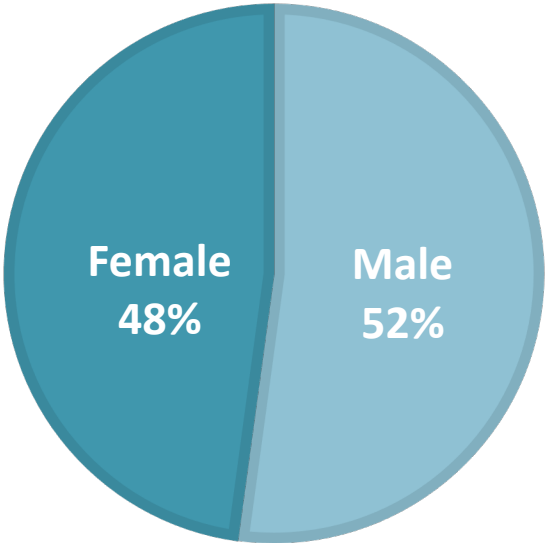


Display Ad
300x250

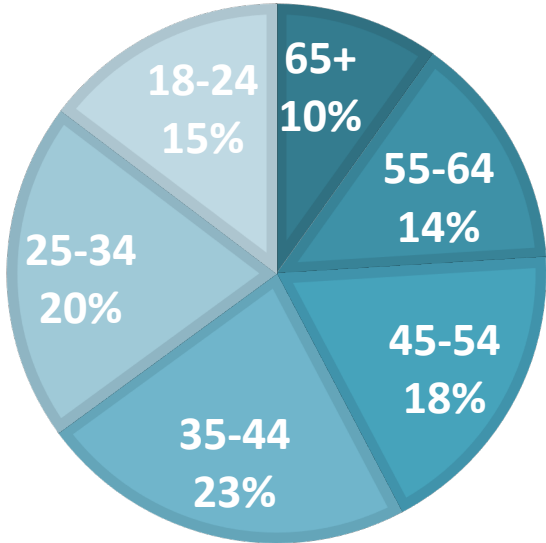


GOOGLE ANALYTICS 360 ANNUAL AVERAGE

GENDER DEMOGRAPHICS OF USERS



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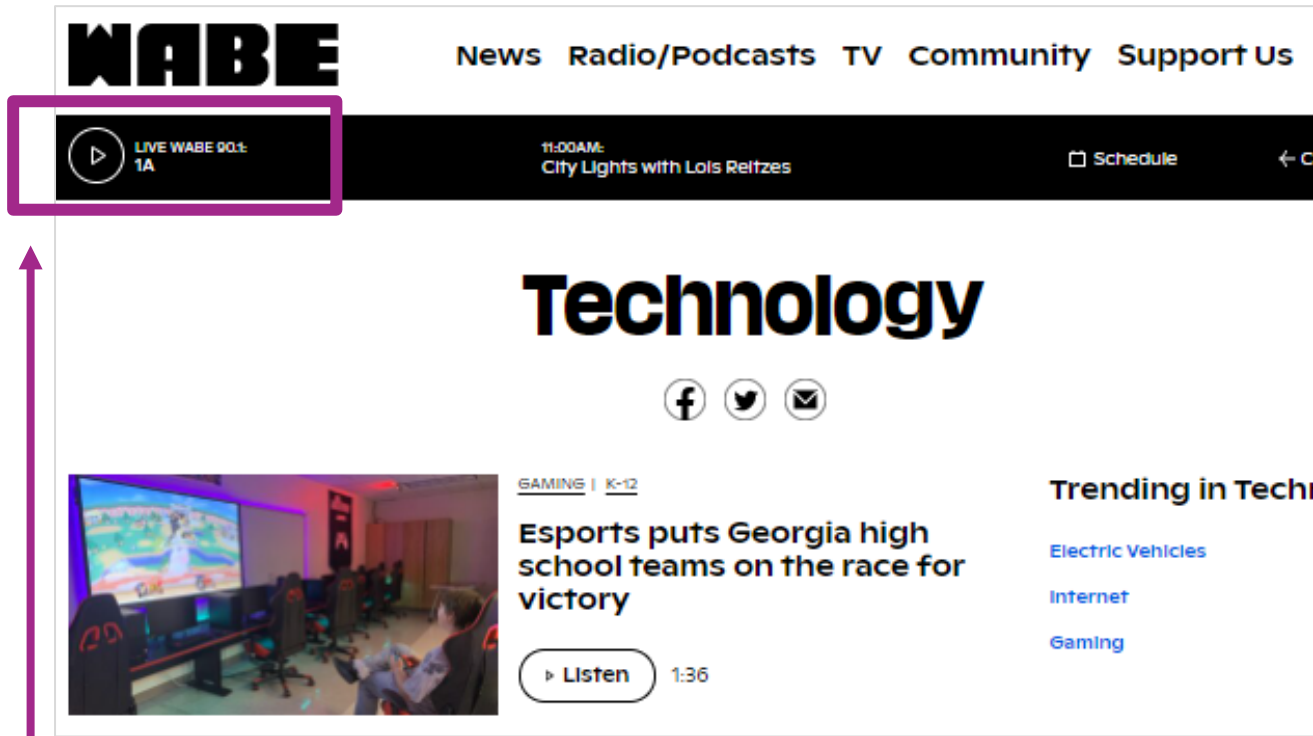


WABE.org averages 380,136 page views per month.

STREAMING PRE-ROLL ANNOUNCEMENT

As a Sponsor you'll receive:

- Open introductory announcement (:15) each time the WABE Live Stream is launched via desktop, mobile, Alexa, Google Home or your favorite live streaming service.
- A maximum of Two Sponsorship Units will air prior to the WABE Live Stream.



Live Stream can be accessed from any page on WABE.org



What's Making Us Happy:
A guide to your weekend reading, watching and listening



ART | GEORGIA TECH | HIP-HOP | MUSIC

Hip-Hop at 50: Georgia Tech professor leads class about the genre's transformative influence

Mobile Live Stream Player



HOME PAGE: **Over 10 million Impressions delivered annually**

WABE 90.1 DAILY DIGEST NEWSLETTER

The WABE 90.1 *Daily Digest* E-Newsletter provides our donors and listeners with the most sought out news stories produced by WABE from the day, as well as events and programming highlights. With over 70,000 impressions per daily insertion, the WABE *Daily Digest* E-Newsletter is the best way to align your brands with Public Media’s “Halo Effect,” and to reach some of the most highly educated, affluent, and influential people in the Atlanta area. Distributed every Monday-Friday.

The *Advertorial* ad features a 250-400 character description provided by the Sponsor and links to their website.

Banner Ad
320 x 100

The screenshot shows the layout of the WABE 90.1 Daily Digest E-Newsletter. At the top, there is a pink banner with the text "Invest in truth and quality journalism. Donate Now" and the WABE NEWS DAILY DIGEST logo. Below this, a white box contains the text "Today's Daily Digest is brought to you by WABE members and" followed by the Georgia Health Initiative logo. A purple arrow points from the logo to the text "Advertorial Ad".

The main content area features "Today's top stories from WABE News" with a photo of a man on a bicycle. Below the photo is the headline "The 'Atlanta Magnet Man' is saving our car tire bike ride at a time" and a short description. A "Read More" button is visible. Below the article is a "CONNECT THE MOMENTS" banner for "HAMMOCK" and a "More Top Stories" section.

On the right side, there is a "Sponsored by Georgia Health Initiative" section. It contains the text "WE BELIEVE IN GEORGIA" and a paragraph about the initiative's mission. A purple arrow points from the text "Advertorial Ad" to this section. Below this is a "Featured Podcasts" section with two podcast cards: "SAVORY STORIES" and "What's Good, Atlanta?".

WABE 90.1 NEWSLETTER

The WABE 90.1 Weekly E-Newsletter provides our donors and listeners with the most sought out news stories produced by WABE from the previous week, as well as events and programming highlights. With over 70,000 impressions per insertion, the WABE E-Newsletter is the best way to align your brands with Public Media's "Halo Effect," and to reach some of the most highly educated, affluent, and influential people in the Atlanta area. Distributed every Sunday.

WABE NEWS STORIES OF THE WEEK

First batch of Georgians lose Medicaid, PeachCare for Kids during 'unwinding'
 The Georgia Department of Community Health reports at least 1,581 Georgians on Medicaid are losing their health insurance during the so-called Medicaid unwinding that is now underway across the country. Almost 3 million people in Georgia use Medicaid, including children with PeachCare for Kids. For months, health advocates have sounded the alarm that many who remain eligible for coverage could be cut off for avoidable problems, such as missing a renewal notification, lacking transportation to their internet...

[Read More](#)

Join us in supporting your local community.

IN CASE YOU MISSED IT

- [Southern Fried Queer Pride Festival expands to full week of events in Atlanta](#)
- [City of Tucker passes non-discrimination ordinance in a divisive push for LGBTQ protections in Georgia](#)
- [Georgia is becoming a hub for electric vehicle production. Are electric options clean?](#)
- [Grady CEO details plan for two new overnight centers south of I-95](#)
- [New north-south runway could help enforce crisis victims' rights](#)

Banner Ad 728x90

6

Banner Ad 728x90

Free of Fees, Filled with Value

“Writing is less an escape than just another avenue of exploration for me...I get to be curious and delve into topics that may not occur in my daily life.”

Banner Ad 728x90

FEATURED PODCASTS

Blank Family Foundation announces new focus

Forces of Nurture

Trump takes aim at Georgia officials amid more indictments

WABE MONTHLY COMMUNITY EVENTS NEWSLETTER

The WABE 90.1 Monthly Marketing E-Newsletter provides our donors and listeners a preview of exciting events, programming highlights and other happenings at WABE. The WABE 90.1 Monthly Marketing Newsletter reaches over 70,000 members and the Sponsoring Client will get a banner ad and an Advertorial area directly below it that can be up to 100 words. Average open rate is over 30%. Limited to one Sponsor a month. Distributed the first Sunday of the Calendar month.

Banner Ad
970 x 250
With
Advertorial



Welcome to WABE's monthly newsletter! Here, you'll be able to find information about upcoming events, news highlights and more.

WABE Turns 75 on September 13!

The city has celebrated WABE's 75th anniversary all year, but September 13 is our official birthday.



Here are five ways you can help us keep the party going throughout the rest of 2023!

1. Tuning into new projects such as the 4:30c WABE TV premiere of [The Jeffrey M. Henson: The 1956 Atlanta Race Massacre](#), new shows like [MONTGOMERY & JOE](#) on WABE 90.1 and new podcasts [THE BOBBI WALKER UP & CRUISE](#) and [DALLAS FOR JUSTICE](#).
2. [Donate today](#) to support the work of our 40 percent, community-funded newsroom.
3. [Sign up to volunteer at WABE events](#).
4. [Share your WABE memories](#) on social media and tag us [@WABE90.1](#).
5. [Come to the September 6 Atlanta Dream game](#). A portion of ticket sales will benefit WABE.



Fallin' for fall is easy in Winston-Salem. As the gateway to the North Carolina foothills and Yadkin Valley Wine Region, the city offers a feast for the senses each fall. Here you'll find awe-inspiring museums, historic gardens, big-time college sports, inspired cuisine, shopping, culture, and more—all wrapped around a vibrant, walkable downtown, home to 10 craft breweries and more than 1,200 hotel rooms. Located five hours north of Atlanta, the city is easy to reach by car or plane, with daily nonstop flights available at nearby PTI Airport. Come see why Southern Living named us one of the Top 10 Cities on The Rise. We promise - you'll find all the fall you're looking for here.

[Learn More](#)

ICYMI: August 2023 Newsroom Picks

A collection of top stories and highlights of the news you need to know:



[Georgia's warming climate leads farmers to try growing a new crop: citrus](#)



[Fuller grand jury initiates Trump-related 2022 election interference in Georgia](#)



Want the day's news delivered directly to your inbox? [Subscribe to the WABE Daily Digest TODAY!](#) For a chance to win a [WABE Swap Pack!](#)

WABE In the Community



A BIG THANK YOU to our friends at the Atlanta Braves and the Atlanta United for hosting WABE staff, fans, and friends at games this summer in honor of our 75th!



Last month, the WABE CLOSER LOOK show hosted several special guests in front of the studio audience. Check out those special episodes [here](#) and [here](#).

How Do You Atlanta?

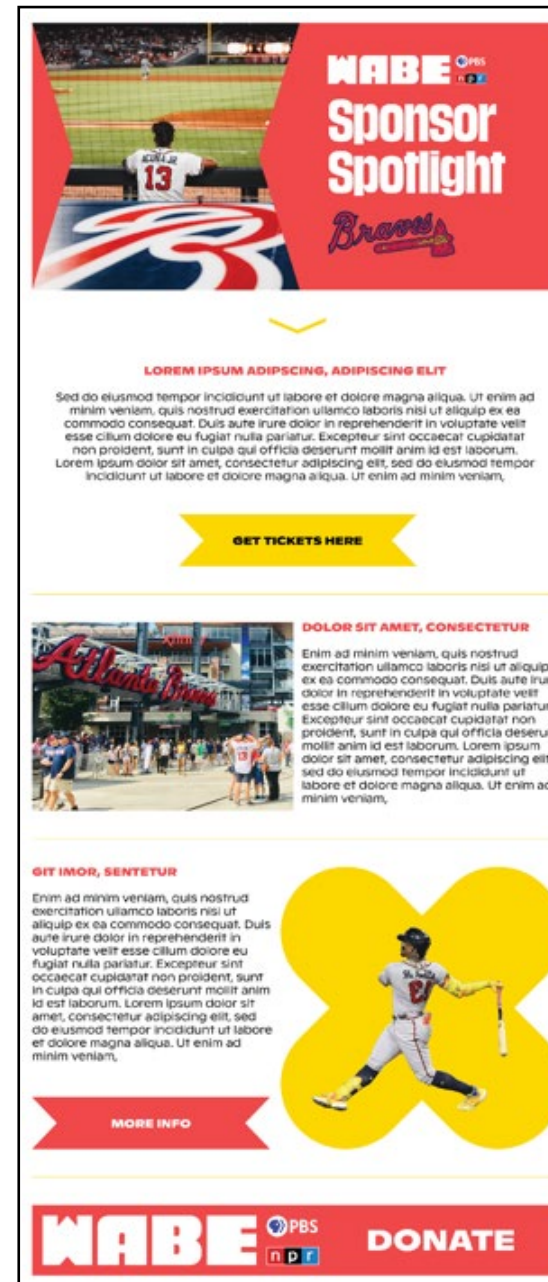
The best way to know what's happening in Atlanta



Whether you're a longtime Atlantan or just visiting, the [HOW DO YOU ATLANTA?](#) podcast, sponsored by [SOLIS](#), is the perfect way to stay updated on the city's vibrant cultural scene. Join Rough Draft's [Jammie Purcell](#) and WABE contributor [Mike Jordan](#) every Thursday as they give you picks for upcoming Atlanta events. They've got you covered from concerts and festivals to art shows and kid activities. Plus, you can find more events and submit your own at [howsdoyouatlanta.com](#). Listen to [HOW DO YOU ATLANTA!](#) on your favorite podcast app or at [wabe.org](#).

WABE DEDICATED E-NEWSLETTER FOR SPONSORS

- The Dedicated E-Newsletter for Sponsors will be sent to 75,000 Active and Recently Expired WABE Donors.
- Only 6x E-Newsletters of this type will be sent each year.
- The Sponsor must create an incentive for WABE's Donors to participate.
- The Sponsor must provide the creative and language for the E-Newsletter (2-3 graphics and approximately 500 words).
- Sponsor Investment - \$7,500 per E-Newsletter



Sample Newsletter



STREAMING PRE-ROLL**Two :15 sec. Sponsorship placements available**

\$25,000/year - \$29.76 CPM - 840,000 Impressions

\$18,000/year - \$33.33 CPM - 540,000 Impressions

Below \$18,000 Investment - \$40.00 CPM - Select Impressions and Dates

Sample Sponsorship: \$5,000 - 125,000 Impressions over 3 Months. \$40 CPM

DISPLAY ADS ON WABE.org**Run of Site - Variety of Sizes - Equal Rotation - Desktop & Mobile**

\$25,000/year - \$25 CPM - 1M Impressions

\$18,000/year - \$30 CPM - 600,000 Impressions

Below \$18,000 Investment - \$33.33 CPM - Select Impressions and Dates

Sample Sponsorship: \$5,000 - 150,000 Impressions over 3 months. \$30 CPM

WABE 90.1 DAILY DIGEST NEWSLETTERS BANNER AD

\$500/week-\$6.67 CPM per Insertion (125K Impressions per week) 1 position per day.

WABE 90.1 DAILY DIGEST NEWSLETTERS ADVERTORIAL

\$750/DAY-\$ (70K Impressions per day) 1 position per day. If 10+ days purchased price is \$500 per day

WABE 90.1 WEEKLY NEWSLETTERS

\$750/week-\$10 CPM per Insertion 3 positions - Best Available

WABE 90.1 MONTHLY COMMUNITY EVENTS NEWSLETTER

\$3000/month-\$40 CPM per Insertion 1 position per month

PRICING FOR WABE DIGITAL ASSETS

DIGITAL SIZING

WABE.ORG AD SIZES

Desktop Tower **300x600 & 160x600**

Desktop Banner **970x90, 728x90 & 970x250**

Mobile **300x250, 320x100, 320x50 & 640x100**

- Format needed: jpeg, gif, or png as individual file attachments
- Client URL
- Cannot be CMYK color format

WABE 90.1 DAILY DIGEST NEWSLETTERS

Ad Size **320x100**

WABE 90.1 NEWSLETTERS

Ad Size **728x90**

WABE 90.1 MONTHLY COMMUNITY EVENTS NEWSLETTER

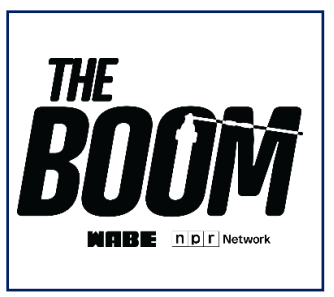
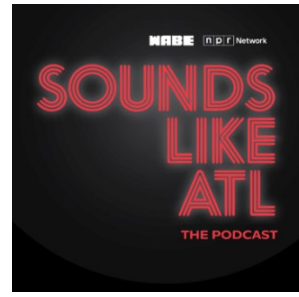
Ad Size **970x250**

- Format: jpeg, gif, or png
- Client URL

WABE 90.1 DAILY DIGEST NEWSLETTERS ADVERTORIAL

- Horizontal Image should be between 300 to 600 pixels
- Format jpeg or png (transparent or white background)
- Client URL

WABE PODCASTS



News

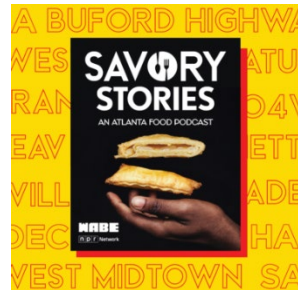
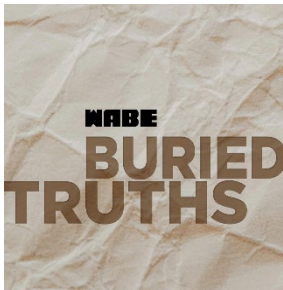
Arts & Culture



Politics



Community



Special Interests

PODCAST LISTENERS ARE YOUNG, EDUCATED & AFFLUENT



LISTENERS SKEW YOUNG AND DIVERSE

- 39% of monthly listeners are 18-34 vs. 28% of the U.S. population
- 35% of monthly listeners are 35-54 vs. 32% of the U.S. population
- Audience mirrors the diverse demographics of the United States as a whole

LISTENERS ARE EDUCATED AND AFFLUENT

- 30% have some grad school or an advanced degree
- 53% spend at least \$132 annually on books and e-books
- 45% have HH income of \$75,000+ vs. 35% of U.S. population

PODCASTS ARE PRIMARILY CONSUMED ON MOBILE DEVICES AND ARE USED DURING A WIDE RANGE OF ACTIVITIES:

- 85% of listening occurs on a mobile device
- 52% listen in the car
- 46% listen while they workout
- Ads can be targeted

THE PODCAST LISTENER IS ENGAGED

74%

of heavy podcast listeners (defined as the top 25% of hours listened per week) say that podcasts “motivate and inspire me”

79%

of heavy podcast listeners say that podcasts “educate/teach me something new”

Podcast listeners

158%

Podcast listeners are 158% more likely than listeners of other audio platforms to say they listen “to immerse myself”

3 DAYS

Participants reported feeling “lonely,” “disconnected,” and “more overwhelmed doing simple tasks” when they were asked to stop listening to radio and/or podcasts for three days

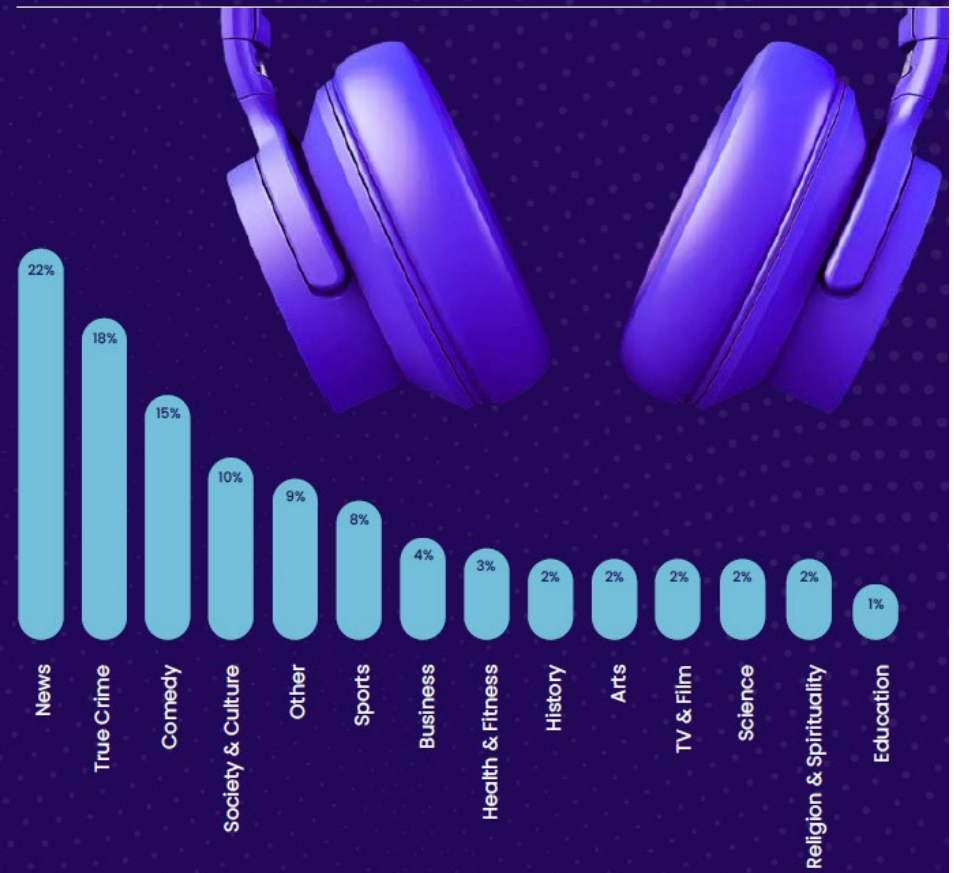
* Source [Veritonic 2023](#)

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PODCASTS BY GENRE

WHAT ARE PEOPLE LISTENING TO?



Based on Average Monthly Downloads of Networks measured by Triton Podcast Metrics from January - December 2023.
*In 2023 - Morbid changed genres from Comedy to True Crime.



SPONSORSHIP OPPORTUNITIES FOR WABE PODCASTS

DYNAMICALLY INSERTED:

Pre-rolls & mid-rolls across WABE's entire podcast catalogue

Annual Sponsorship Package

- 1.2 Million Impressions Delivered
- Sponsor Messages will air across all podcasts, both new and back catalogue episodes
- Flexible on Copy Length, :25-:35 recommended
- Sponsorship investment: \$42,000 - \$35 CPM
- Partial Sponsorship Ex: \$12K – 300K Impressions – \$40 CPM