



Audio Journal

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Yearly Sponsorship Opportunities

Daily and Twice Daily Worcester Telegram & Gazette

Section	Broadcasts per Year	Spots per Broadcast	Annual Sponsorship	Cost per Spot	Currently Available
Obituaries	730	2 (1460/yr)	\$2,500	\$1.71	Yes
Front Page News	730	2	\$2,000	\$1.37	No
Local News	730	2	\$2,000	\$1.37	No
Letters to The Editor	730	2	\$2,000	\$1.37	Yes
Business News	417	2 (834/yr)	\$1,500	\$1.80	Yes
Entertainment	417	2	\$1,500	\$1.80	Yes
Sports	417	2	\$1,500	\$1.80	Yes
Special	417	2	\$1,500	\$1.80	Yes

Weekly One-Hour Broadcasts

COMMUNITY NEWSPAPERS

Paper	Broadcasts per Year	Spots per Broadcast	Annual Sponsorship	Cost per Spot	Currently Available
Auburn News, Millbury Sutton Chronicle, Grafton News	52	3 (156/yr)	\$1,000	\$6.41	Yes
Spencer News, Barre Gazette	52	3	\$1,000	\$6.41	Yes
Shrewsbury Chronicle, Northborough-Southborough Villager, Westborough Times, Community Advocate	52	3	\$1,000	\$6.41	Yes
Sentinel & Enterprise (Fitchburg Area)	52	3	\$1,000	\$6.41	Yes
Southbridge Evening News	52	3	\$1,000	\$6.41	Yes
Gardner News	52	3	\$1,000	\$6.41	Yes
Clinton Item, Lancaster & Clinton Courier, The Banner (Boylston & West Boylston)	52	3	\$1,000	\$6.41	Yes
Marlboro Enterprise, Marlboro Main Street Journal, Community Advocate, Harvard Post, Bolton Common	52	3	\$1,000	\$6.41	Yes
The Landmark (Paxton, Holden, Princeton, Sterling, Rutland)	52	3	\$1,000	\$6.41	Yes
Webster Times, Blackstone Valley Tribune	52	3	\$1,000	\$6.41	Yes

ADDITIONAL NEWSPAPERS & PUBLICATIONS

(WEEKLY)

Publication	Broadcasts per Year	Spots per Broadcast	Annual Sponsorship	Cost per Spot	Currently Available
Worcester Business Journal	52	3 (156/yr)	\$1,000	\$6.41	Yes
Worcester Magazine	52	3	\$1,000	\$6.41	Yes
Vocero Hispano	52	3	\$1,000	\$6.41	Yes

SPECIALTY PROGRAMS

(WEEKLY)

Program	Broadcasts per Year	Spots per Broadcast	Annual Sponsorship	Cost per Spot	Currently Available
Children's Hour	52	3 (156/yr)	\$1,000	\$6.41	Yes
All Things History	52	3	\$1,000	\$6.41	Yes
An Older Voice	52	3	\$1,000	\$6.41	Yes
A Common Voice	52	3	\$1,000	\$6.41	Yes
Another Point of View	52	3	\$1,000	\$6.41	Yes
Weekend Update	52	3	\$1,000	\$6.41	No
Focus on Health	52	3	\$1,000	\$6.41	No
A J Sports Page	52	3	\$1,000	\$6.41	Yes
Science Journal	52	3	\$1,000	\$6.41	Yes
Backyard Bookshelf – local authors of note	52	3	\$1,000	\$6.41	Yes
Radio-Active Theatre	52	3	\$1,000	\$6.41	Yes

RETAIL CIRCULARS AND SALES

(WEEKLY)

Program	Broadcasts per Year	Spots per Broadcast	Annual Sponsorship	Cost per Spot	Currently Available
Bargains Bargains (Price Chopper, Stop & Shop, Shaw's & Big Y)	52	3 (156/yr)	\$1,000	\$6.41	Yes
The Shopper's Guide (Top Retail and Drug Stores)	52	3	\$1,000	\$6.41	Yes

Monthly One-Hour Broadcasts

Program	Broadcasts per Year	Spots per Broadcast	Annual Sponsorship	Cost per Spot	Currently Available
Accent on Ability (1 st & 3 rd Tue, 4 th Thr: STATEWIDE)	36	3 (108/yr)	\$750	\$6.94	Yes
African American Experience (1 st , 3 rd & 5 th Tue)	28	3 (84/yr)	\$600	\$7.14	Yes
Armchair Traveler (1 st & 3 rd Saturdays)	24	3	\$500	\$6.94	Yes
Cooking in the Dark (2 nd & 4 th Saturdays)	24	3	\$500	\$6.94	Yes
Speaking Volumes (1 st Tuesday) BROADCAST STATEWIDE	12	3 (36/yr)	\$750	\$20.83	Yes

