

2021 Paid Media Partnership Report

WGBH/WCRB (\$50K):

- WGBH/WCRB ran 579 spots that aired between March 15 and June 6, 2021. The campaign was heard 1,920,000 times. (48 pro bono spots, not included in this report).

WBUR (\$50K):

- WBUR ran 130 spots that aired between March 15 and June 20, 2021. The campaign was heard by 648,400 listeners.

WICN (\$10K):

- WICN ran 342 spots that aired between March 22 and June 25, 2021. The campaign was heard by ~ 50,000+ listeners.

WERS (\$10K)

- WERS ran 844 spots that aired between March 1 and June 30, 2021. The campaign was heard by 306,200 listeners, with total impressions equaling 2,201,600.

NEW ENGLAND PUBLIC RADIO (\$10K):

- New England Public Radio ran 324 spots that aired between March 22 and May 31, 2021. The campaign was heard by approx. 187,000 listeners weekly over 10 weeks.