



WHYY DIGITAL UNDERWRITING

WHYY coverage extends well beyond broadcast.

WHYY.org The new and improved site brings WHYY’s trusted online news front and center. It’s also the destination for membership and programming information, and WHYY’s podcasts and live streams. The site garners more than one million page views a month.

PlanPhilly.com expands WHYY’s coverage by focusing on the built and natural environments in Philadelphia. The site garners more than 200K page views per month.

These sites, and well as WHYY’s weekly e-newsletter, offer web banners – all in a highly uncluttered environment.

AD UNIT	COST	AVAILABLE ON	SPECS
Medium Rectangle	\$10 CPM	WHYY.org, PlanPhilly.com	300 x 250 px width x height .gif and jpg May rotate up to 3 cycles and then must stop on final frame
Leaderboard	\$10 CPM	PlanPhilly.com	728 x 90 px width x height .gif and jpg May rotate up to 3 cycles and then must stop on final frame
Newsletter Rectangle	\$100/week	Newsletter	300 x 250 px width x height .gif or jpg, static only
15 sec. Audio & Mobile Banner Ad	\$1,500 per week 1/3 share	Live Stream	320 x 50 px width x height .gif or jpg, static only for WHYY Listen App
15 sec. Audio Pre-Roll	\$450/week	Run of Podcasts	

All rates are net. Effective February 2018.



FOR MORE INFORMATION VISIT why.org/underwriting OR CONTACT: Roseann Oleyn at 215.351.1223 or roleyn@why.org