

Underwriting Rate Card
WUSB Radio 90.1Fm and 107.3Fm Stony Brook

Radio Free Long Island –The Most Dangerous Station in the Nation

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UNDERWRITING: Underwriting from businesses and supporters help fund WUSB non-commercial radio through donations of financial support or other compensation in exchange for on-air underwriting announcements.

Standard Rate is \$35.00 per mention (**other quantity special rates available**)

Quarterly Rate Card

\$595.00- 2 mentions per week for 10 weeks choose time block

\$840.00- 3 mentions per week for 10 weeks choose time block

\$1,312.50- 5 mentions per week for 10 weeks choose time block

\$1,750.00- 10 mentions per week for 10 weeks & you pick the time of day

\$2,187.50- 25 mentions per week for 10 weeks & you are guaranteed drive times

Time Block 1 7am to 10am (Drive Time)

Time Block 2 10am to 2pm

Time Block 3 2pm to 5pm

Time Block 4 6pm to 8pm (Drive Time)

Time Block 5 8pm to 11pm

Time Block 6 11pm to 2am

Sponsorship Information

WUSB 90.1FM/107.3FM Stony Brook is a high-powered non-commercial college community radio station located on the campus of Stony Brook University in Stony Brook, NY.

WUSB is looking for your support. Whether it be through a gift certificate donation, merchandise donation, or tax-deductible monetary donation, help support your local community and your business will be mentioned on live radio.

WUSB in NUMBERS

90.1FM AND 107.3FM

24 hours a day

7 days a week

365 days a year

For over **40 years**

Potential 100,000 Listeners in Suffolk County

20,000 average Listeners Per Month

1000s of Online Listeners & social media followers

Over **200** student, alumni, staff & community volunteers

In the top **10** College Radio Station in the USA!

How can your Business donate?

Donate Gift Certificates, Merchandise or Services

- WUSB can offer these to our listening audience as thank you “premium” gifts
- **Your business will be mentioned on air** every time the “premium” is offered during our Radiothon Fundraiser

Donate for On-Air Underwriting Announcements

- Have **regular underwriting announcements** for your business on the air by making a tax-deductible monetary donation to WUSB

Underwriting Announcement includes the following information: This broadcast show /program / special has been underwritten/sponsored /supported by (Name of Business). (Description of Business Service provided)/approved proprietary slogan,located at (Address) They can be contacted for more information at (Phone /Website /Email) WUSB radio thanks (name of business) for its underwriting support.

**No Calls to action,descriptive language,endorsements,enhanced information
No solicitation**

WHY DONATE?

Reach Potential Customers

- WUSB has a Long Island Listening Demographic: Reach new customers through the radio!
- Listing on Website/Social Media/Printed Programs/Signage at WUSB hosted/partnered events.

On-Air Mentions

- Every time your donation is offered your business name will be mentioned.
- Your business name will be associated with WUSB radio and the local community.
- Listeners will hear your business name on the radio frequently as a business sponsor.

Community Service

- Working with WUSB is a community service.
- Your donation will help support our Public Service Broadcasts.
- You are eligible for a WUSB nomination of Most Collaborative Business organization.

