

## Promote Your Business with WCSU FM

Highly successful businesses understand the importance of advertising as well as the importance of social responsibility. What if you could do both and save money? Sponsoring a WCSU public service program is the best way to promote your business while at the same time demonstrating a commitment to giving back to the community.

### Did You Know?

- Promotion replaces the 20%-30% of customers lost annually.
- Promotion reaches people as they make buying decisions today.
- Promotion builds "Top of Mind Awareness"-they think of you first.
- Your competition is promoting their business and so should you.



Radio is affordable 7 days per week

### Why Promote with WCSU?

- Promotes social responsibility-Your sponsorship supports programs that benefit the public.
- Is affordable-We have plans to fit most marketing budgets.
- Is tax deductible-As a non-profit, your sponsorship is also a tax deduction.
- Gets to audiences with buying power-studies show that people who listen to public radio are typically more educated and affluent.

### No Additional Production Fees

Producing a promotions spot with WCSU FM is extremely cost effective as there are no additional fees associated with production. Our studios are accessible to businesses and our on air talent would be happy to record your promotional spot for you.

Call us **937-376-9278** and schedule an appointment today, email us at [wcsu@centralstate.edu](mailto:wcsu@centralstate.edu), or visit us online at [wcsufm.org](http://wcsufm.org).



## WCSU FM Promotions Rate Card

*Unless otherwise noted, spots are 30 seconds long. Call for custom and non-profit rates 937-376-9278*

Programs	Single Spot Rate	Weekly	Monthly	Annual	Exclusive Underwriter
All Night Jazz 12 AM-4:30AM —Daily	\$25/1 @ :30 \$30/1 @ :60	\$75/15 (\$5.00 spot)	\$150/60 spots (\$2.50 per spot)	\$1800/720 spots (\$1.25 per spot)	\$2526/720 spots @ (\$1.25 per spot)+ online banner @ (\$53 Month)+ signage@ 3 special events (\$30 per event)
Morning Gospel 5AM-8AM —Daily	\$25/1 @ :30 \$30/1 @ :60	\$75/15 (\$5.00 spot)	\$150/60 spots (\$2.50 per spot)	\$1500/720 spots (\$2.08 per spot)	\$2226/720 spots @ (\$1.25 per spot)+ online banner @ (\$53 Month)+ signage@ 3 special events (\$30 per event)
Gospel W/Brother Murray— Sundays 10AM-2PM/ Sunday Afternoon Gospel-2PM-6PM	\$25/1 @ :30 \$30/1 @ :60	\$40/4 spots (\$10 spot)	\$100/16 spots (\$6.25 per spot)	\$1100/192 spots (\$5.72 per spot)	\$1826/192 spots + @ (\$5.72 per spot)+ online banner @ (\$53 Month)+ signage@ 3 special events (\$30 per event)
Jazz in the Morning W/Trent Darby— Daily	\$50/1 @ :30 \$60/1 @ :60	\$150/15 (\$10.00 spot)	\$300/60 spots (\$5 per spot)	\$3000/720 spots (\$4.16 per spot)	\$4000/720 spots @ (\$4.16 per spot)+ online banner @ (\$53 Month)+ signage@ 3 special events (\$30 per event)
Syndicated Programs 12PM-2PM—Daily* & Weekends 6 PM-12 AM	\$25/1 @ :30 \$30/1 @ :60	\$50/5 (\$10.00 spot)	\$100/20 (\$5 per spot)	\$400/180 (\$2.22 per spot)	\$500/365 (\$1.36 per spot)
Destination Jazz W/Tony Chappel—Daily	\$25/1 @ :30 \$30/1 @ :60	\$100/10 spots (\$10 per spot)	\$176/40 spots (\$5.40 per spot)	\$2000/480 spots (\$4.16 per spot)	\$3,000/480 spots @ (\$4.16 per spot)+ online banner @ (\$53 Month)+ signage@ 3 special events (\$30 per event)
Public Affairs Programs-5PM-6PM—Daily**	\$25/1 @ :30 \$30/1 @ :60	\$50/5 (\$10.00 spot)	\$100/20 (\$5 per spot)	\$400/180 (\$2.22 per spot)	\$500/365 (\$1.36 per spot)
Déjà vu W/Dr. Turk Logan -6PM-9PM—MWF (S-8-12)	\$50/1 @ :30 \$60/1 @ :60	\$80/8 spots (\$10 spot)	\$160/32 (\$5 per spot)	\$1800/384 (\$4.68 per spot)	\$2526/384 (\$4.68 per spot) + online banner @ (\$53 Month)+ signage@ 3 special events (\$30 per event)
Locally Produced Programs***	\$25/1 @ :30 \$30/1 @ :60	\$50/5 (\$10.00 spot)	\$100/20 (\$5 per spot)	\$400/180 (\$2.22 per spot)	\$500/365 (\$1.36 per spot)
WCSU FM Public Health Program	\$25/1 @ :30 \$30/1 @ :60	N/A	N/A	2 @ \$2400 or	1 @ \$5400
Community Service Initiative	\$25/1 @ :30 \$30/1 @ :60	N/A	N/A	N/A	1 @ \$1500
Website Banner	\$25/1 @ :30 \$30/1 @ :60	\$5	\$20	\$53	N/A
Studio Sessions/Special Programs	\$25/1 @ :30 \$30/1 @ :60	N/A	N/A	\$250 Per Show	Call for Current Rates

**Call 937-376-9278 or email [wcsu@centralstate.edu](mailto:wcsu@centralstate.edu) to find out how your business can benefit from sponsoring one or more WCSU FM programs. You can also visit [wcsufm.org](http://wcsufm.org) to download our current rate card.**