



## WERU Business Supporter Rate Sheet

WERU accepts and appreciates contributions from businesses and non-profit organizations in exchange for radio underwriting announcements identifying the business or organization as a WERU Business Supporter. These announcements are a great way to connect with WERU listeners and support Community Radio at the same time.

Please see the Business Supporter underwriting announcement rates below. Underwriting announcements must adhere to FCC non-commercial regulations and generally fit the following pattern:

*“Support for WERU comes from ABC Company of Blue Hill, providing abc and 123 since 1988. More information at [abcbluehill.com](http://abcbluehill.com).”*

### Weekly Underwriting Announcement Rates:

TIME OF DAY	13 WEEKS	26 WEEKS	52 WEEKS
Daytime (6 AM – 6 PM)	\$200	\$400	\$600
Nighttime (6 PM – 10 PM)	\$165	\$275	\$475
Overnight (10 PM – 6 AM)	100	\$175	\$325

### Monthly Underwriting Announcement Rates:

1 Monthly Announcement for 13 Months (or 1 Weekly Announcement for 13 Weeks) *
\$200/single payment or \$18.50/month

\* \$200 Business Supporters may opt to be thanked only during our 4 Pledge Drives rather than monthly.

### Short-term Rates (10 announcement minimum, for publicizing events only):

RATE PER ANNOUNCEMENT (For-profit Business)	RATE PER ANNOUNCEMENT (Non-profit Organization)
\$17	\$13

- Payment may be made by automatic monthly credit card deduction, electronic funds transfer, or as a single payment by check or credit card.
- Full-year Business Supporters at the \$475 level or higher who pay in advance receive a 10% discount on weekly announcement rates.
- Nonprofit organizations receive a 10% discount on weekly announcement rates.
- Businesses that commit to support for an entire year at the \$200 level or higher are listed on the WERU website, thanked on the air, and receive a WERU Business Supporter window decal and framed certificate.
- To the best of our ability, announcements may be scheduled at times that the Business Supporter requests.

**Our Business Support Manager, Denis Howard, would be happy to speak with you about becoming a WERU Business Supporter. He can be reached at [denis@weru.org](mailto:denis@weru.org) and 469-6600.**