



Underwriting Support for WERU

Underwriters of WERU are identified on the air through announcements that acknowledge a business or organization as a contributor to the radio station. Underwriting is a great way to support WERU and connect with our listeners and volunteers. Thank you for considering it!

On-air Underwriting

Basic Rates

12 Monthly Announcements	\$200/single payment or \$20/month
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Monthly Rates (for one announcement per week)

TIME OF DAY	3 MONTHS	6 MONTHS	12 MONTHS
Daytime (6 AM – 6 PM)	\$200	\$400	\$600
Nighttime (6 PM – 10 PM)	\$165	\$275	\$475
Overnight (10 PM – 6 AM)	\$100	\$175	\$325

Short-term Rates (minimum 10 announcements)

For-profit Business	\$17
Non-profit Organization	\$13

Underwriting Announcements

May include:

1. Name of the business or organization
2. Products or services
3. Physical location
4. Contact information
5. Established logo, tagline, or other identifier

May not include:

1. Commercial/promotional language
2. Price information (including “free”)
3. Calls to action (“Come on down!” “Get yours today!”)
4. Inducement to buy (“Sale going on now!” “Buy one, get one free!”)
5. Comparative or qualitative language (“A better widget solution.” “The finest widgets.”)

Other Notes:

1. Payment may be made by automatic monthly credit card deduction, electronic funds transfer, or as a single payment by check or credit card.
2. Full-year Business Supporters at the \$475 level or higher who pay in advance receive a 10% discount on weekly announcement rates.
3. Nonprofit organizations receive a 10% discount (an additional 10% for pay in advance).
4. Businesses that commit to support for an entire year at the \$200 level or higher are listed on the WERU website and receive a WERU Business Supporter window decal and framed certificate.
5. To the best of our ability we will schedule underwriting announcements at times that the Underwriter requests.
6. For-profit underwriting announcements are 15 seconds in length. Nonprofit announcements are 20 seconds.

Website and Smartphone App Underwriting

Underwriters of our digital platforms are entitled to placement of their logo (square) on both our website (weru.org) and on our Smartphone app. Rates are as follows:

3 MONTHS	6 MONTHS	12 MONTHS
\$300	\$600	\$1000

Notes:

1. Logos must fit the following dimensions: square shape, 110 pixels x 110 pixels.
2. Logos will have hyperlinks to the underwriter’s website.
3. Payment may be made by automatic monthly credit card deduction, electronic funds transfer, or as a single payment by check or credit card.

For more information please contact Denis Howard, Underwriting Manager, at denis@weru.org or 469-6600.