



Business Member/Underwriting Rate Sheet

Broadcast Underwriting

WERU is very grateful for the support of its Business Members, who contribute financially to the radio station and in return receive on-air announcements identifying them to our listeners. This is a great way to support WERU and connect with our listeners and volunteers at the same time. Thank you for considering becoming a WERU Business Member!

On-air business member announcements, which the Federal Communications Commission (FCC) refers to as “sponsorship identification” or “underwriting acknowledgements,” must comply with rules for noncommercial broadcasting when identifying for-profit entities and their products, services, or facilities.

On-air business member announcements are broadcast live on the radio and streamed live on our website and app. Announcements can also be heard in the music show archives on our website and app. In total, there are 6 places where business member announcements can be heard. There are actually 7 places, including the pre-roll message on our app’s live stream. (See below for details on app announcements, which can be purchased separately.)

Rates:

1. \$17 per announcement between 6 am and 6 pm
2. \$15 per announcement between 6 pm and 6 am
3. \$13 per announcement for nonprofit organizations
4. \$200 minimum total purchase
5. 10% discount on sales of \$500 or greater, paid fully in advance

Rules:

1. Content – announcements may include the business’s name, location, website address, email, brief value-neutral description of goods and services, and an established tagline that is not promotional. Value-neutral – announcements describing goods and services must be value-neutral, with minimal adjectives and no promotional language (price information, calls to action, inducements to buy, and comparative or qualitative language)
2. Duration – announcements are 15 seconds in length for for-profit entities and 20 seconds for non-profits
3. Scheduling – announcements may not interrupt regularly-scheduled programming and are

typically scheduled at the beginning or end of a program or program segment. (To the best of our ability, we will schedule announcements at times that the Business Member requests.)

Payment:

1. Payment may be made by credit/debit card, automatic monthly deduction (credit/debit card or electronic bank funds transfer), or by check.
2. Nonprofit organizations receive a 10% discount.
3. Business Members who commit to support for an entire year are listed on the WERU website.

Mobile App Underwriting

Description – similar to on-air announcements, businesses can have business member announcements play whenever someone accesses our live stream on their phone using our app. When the play button is tapped, the first thing the listener hears is a pre-roll audio announcement that says “Support for WERU’s mobile app comes from...” This message is 10 seconds long and plays in a rotation with up to 3 other businesses and 2 fundraising messages from WERU. The same content guidelines apply to the app as for on-air announcements.

Rates – \$200 for 3 months, \$400 for 6 months, \$800 for 12 months, and \$1000 for 12 months plus a visual screen pop-up of the business logo or other image with a link to their website.

For more information contact: Denis Howard, WERU Business Support Manager, denis@weru.org, 207-469-3088

THANK YOU!