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
$275- 1 mention per week for 13 weeks choose time block
$349- 2 mentions per week for 13 weeks choose time block
$599- 5 mentions per week for 13 weeks choose time block
$1099- 7 mentions per week for 13 weeks choose time block
$1499- 10 mentions per week for 13 weeks & you pick the time of day
$1999- 20 mentions per week for 13 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.