



WICX 102.7FM Underwriter Rate Sheet

WHAT IS UNDERWRITING?

Underwriting is support of a non-profit radio station by a company, organization or individual(s). On-air recognition of your support is expressed in 15 or 30 seconds spots indicating who you are, what (if anything) you can offer the community and how to contact you (if desired).

Underwriting can mention:

- Company name
- Services or products available
- Company slogan
- Location of your business
- Contact information including phone number, address, e-mail and web address

Unlike commercial advertising, underwriting cannot include:

- Pricing (eg. “*Super Low Price of only \$29.95!*”)
- Qualitative language (eg. “*We’re the Best in the Business!*”)
- Call to action (eg. “*CALL RIGHT AWAY!*”)

UNDERWRITING RATES

Commercial or Individual Rates		501(c)(3) Non-Profit Rates	
15-second spots	\$10.00/per	15-second spots	\$5.00/per
30-second spots	\$12.50/per	30-second spots	\$8.50/per
60-second spots	\$15.00/per	60-second spots	\$10.00/per

WICX 102.7FM UNDERWRITING PLANS
(Special Introductory 2016-2017 Rates in Red)

Plan A) \$2000 Donation (*\$1,000 for 501(c)(3) Non-Profits*)

Your choice of:

- **400 200** Fifteen-second prime-time¹ announcements
- or --
- **320 160** Thirty-second prime-time announcements

Plan B) \$1000 Donation (*\$500 for 501(c)(3) Non-Profits*)

Your choice of:

- **200 100** Fifteen-second prime-time announcements
- or --
- **160 80** Thirty-second prime-time announcements

Plan C) \$500 Donation (*\$250 for 501(c)(3) Non-Profits*)

Your choice of:

- **100 50** Fifteen-second prime-time announcements
- or --
- **80 40** Thirty-second prime-time announcements

Plan D) \$250 Donation (*\$125 for 501(c)(3) Non-Profits*)

Your choice of:

- **50 25** Fifteen-second prime-time announcements
- or --
- **40 20** Thirty-second prime-time announcements

Plan E) \$100 Donation (*\$50 for 501(c)(3) Non-Profits*)

Your choice of:

- **20 10** Fifteen second prime-time announcements
- or --
- **16 8** Thirty second prime-time announcements

¹ Prime-time is 6AM to 8PM any day. Spots will randomly air outside of prime time for free, and not count against the plan quantity.

Bonus) WEB PAGE LINKS

Underwriters of WICX Radio also receive a link and recognition on our web site in our Business Directory.

Example of an Underwriter Spot

“Joe’s Mufflers supports your local Catholic Radio Station. Joe’s Muffler replaces mufflers on foreign and domestic cars. Joe’s muffler is located on 123 Baker Lane in Concord. For more information, call Joe at 224-0000 or click on JoesMuffler.COM.”

Underwriter Spot Production

Options:

- Underwriter provides a broadcast-ready spot in digital format (mp3 or wav preferred)
- WICX produces the spot with available talent (Complimentary)
- WICX can refer you to a local production company (charges vary, but about \$20 per spot at SpotsToGo.com)
- Any music used must be royalty-free

WICX Underwriter Policy

All spots must be approved by either the General Manager, Director of Marketing, Director of Development or Director of Programming. It is good practice to submit a script for approval before producing the spot.

WICX reserves the right to refuse any underwriter for any reason at the sole discretion of WICX.

Billing

0% up front with order. 100% due after all the spots have aired. Underwriter will be given a list of dates and times the spots aired with final invoice.

Listenership

WICX does not participate in the Nielsen/Arbitron ratings, so our listenership numbers cannot be quantified. WICX will encourage listeners to patronize underwriter businesses. We can reach over 500 individuals via e-mail and social media.