

Special Promotional Packages

WGLT, a part of the NPR Network located on the campus of Illinois State University, is offering discounted underwriting to help organizations share messages with the community.

Our concise and straightforward underwriting messages instill a sense of quality, credibility, and community connection between our audience and yours. The WGLT audience approaches 10,000 on-air listeners weekly and 20,000 on-demand listeners monthly. WGLT.org currently averages 136,000 monthly users and 280,000 unique page views.

** Data provided by Nielsen, Triton, and Google Analytics*

The NPR audience is engaged: they are 82 percent more likely to take-action after hearing/seeing something on NPR, including consider/research/purchase a product or service from a company that supports public radio. Specifically:

- 73% of the NPR audience holds a more positive opinion of sponsors that support NPR
- 70% prefer to buy products or services from NPR sponsors

WGLT Special Promotional Packages

\$500 Package (Retail Value: \$900)

On-air – (20) :20 announcements during a 7-day flight

Online – 10,000 web impressions

\$900 Package (Retail Value: \$1800)

On-air – (40) :20 announcements during a 14-day flight

Online – 20,000 web impressions

Great Harvest Bread Sample Promo

:20 On-Air Announcement

Support for WGLT and WGLT dot org comes from Great Harvest Bread Company of Bloomington offering breads, sandwiches, desserts and more, in their store and at the Bloomington Farmers Market each Saturday. Catering services and custom baskets for Mother's Day and special occasions available.

More at Bloomington Bread dot com.

Web Ads – Desktop and Mobile



300x250 pixels



320x50 pixels