

WGLT, an NPR member station 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 averages 36,000 listeners a week on-air/web stream, and WGLT.org is currently averaging 100,000 monthly users and 160,000 unique page views.

The WGLT/NPR audience is comprised of business owners, community leaders, decision makers, and influencers who are engaged and intensely loyal. Our audience pays close attention to underwriting, and 83% say they have acted because of company promotions.

WGLT Special Promotional Packages

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

- On-air – 20 :20 spots during a 7-day flight
 - Online – 10,000 web impressions

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

- On-air – 40 :20 spots during a 7-day/10-day or 14-day flight
 - Online – 20,000 web impressions

Great Harvest Bread Co Sample Thanksgiving Promo

:20 On-Air Spot

Support for WGLT and WGLT Dot Org comes from Great Harvest Bread Company. Thanksgiving items and gift packages of daily baked breads available for the Holiday season. Details at Bloomington Bread Dot Com Slash Thanksgiving. Great Harvest Bread Company, Bread the way it ought to be.

Web Ads – Desktop and Mobile

