WCBU, a NPR member station on the campus of Bradley 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 WCBU audience approaches 22,000 on-air listeners weekly and 16,000 on-demand listeners monthly. WCBU.org currently averages 33,000 monthly users and 55,000 unique page views.

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

**WCBU 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

**Peoria Riverfront Museum Sample Promo**

:20 On-Air Announcement

Support for WCBU and WCBU dot org comes from the Peoria Riverfront Museum presenting Creatures of Light, Nature’s Bioluminescence, open through September 5th! This family friendly exhibition immerses visitors in the world of organisms that produce light, from flickering fireflies to deep sea fish. Details at Riverfront Museum dot org.

Web Ads Sample from Peoria Riverfront Museum – Desktop and Mobile

300x250 pixels

320x50 pixels

For more information, please contact Anna Chumbley, Corporate Support Director, 309-438-4648, awchumb@illinoisstate.edu