



Special Promotional Packages

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](http://RiverfrontMuseum.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