

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 approaches 12,000 on-air listeners weekly and 16,000 on-demand listeners monthly. WGLT.org currently averages 110,000 monthly users and 220,000 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

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

Bloomington Public Library Sample Promo

:20 On-Air Announcement

Support for WGLT and WGLT dot org comes from Bloomington Public Library, where books are just the beginning. The Library's Summer Reading Program – for kids, teens, and adults – begins Tuesday and runs through July 29. Reading logs can be picked up at the library and on the Bookmobile.

Web Ads – Desktop and Mobile

