

WCBU.org: **Web Underwriting**

WCBU is leading the way when it comes to local media web and social media presence, with amazing results. It is great time utilize web underwriting as WCBU.org averages 79,000 monthly users and 111,000 unique page views.

Our web ads appear in both desktop and mobile browsers on news stories. Desktop ads are 300x250 pixels and mobile ads are 320x50 pixels.

Promote your business or organization by helping to support WCBU's digital content—and reap the rewards of our growing web audience!

Website Spot Rate:

\$300 per 10,000 impressions **over the course of 1 week of 1 month**

\$1,000 per 40,000 impressions over the course of 1 month **(\$200 savings)**

\$1,500 per 60,000 impressions over the course of 6 months **(\$300 savings)**

\$3,000 per 120,000 impressions over the course of 1 year **(\$600 savings)**

Ad, desktop view:

The desktop view of the WCBU.org website features a dark header with the station logo, a "Listen Live - NEWS WCBU 89.9 Morning Edition" player, and a navigation menu. The main content area displays a news article titled "'Lights On, Peoria' Offers Teens A Safe Haven For The Weekends" by Dana Vollmer, 15 hours ago. To the right of the article is a large grey placeholder box with the text "Your Organization Here".

Ad, mobile view:

The mobile view of the WCBU.org website shows a similar layout to the desktop version but with a narrower screen. The placeholder box for the organization's ad is smaller. The news article shown is "Bloomberg Is Spending Big on Peoria TV Ads. Why?" by Tim Shelley, 15 hours ago, featuring a photo of Michael Bloomberg.