

Special Promotional Packages

WCBU, Peoria Public Radio and an NPR member station, is offering Special Promo Packages to help organizations get their message in front of 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 40,000 listeners a week on-air/web stream, and WCBU.org currently averages 79,000 monthly users and 110,000 unique page views.

The WCBU/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.

WCBU 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

Peoria Academy Sample Recruitment Promo

:20 On-Air Spot

Support for WCBU and WCBU dot org comes from Peoria Academy, offering the international baccalaureate program to students in preschool through eighth grade, this fall. Peoria Academy's holistic approach to education can encourage critical thinking and offers arts, athletics, and service learning opportunities. More at Peoria Academy dot org.

Web Ads Sample from Peoria Academy – Desktop and Mobile

