

Limited edition summer promo packages



Summertime is almost here. WGLT's audience is committed to supporting local businesses, and it is time to make summer plans. Do you have events and programs you want to promote? Or a reminder to shop, eat, and support local this summer? Or a great Mother's Day gift idea? A Summer Promotional Package is the perfect way to reach WGLT's audience.

Our concise and straightforward underwriting messages instill a sense of quality, credibility, and community connection between our audience and yours. The WGLT audience approaches 10,000 on-air listeners weekly and 20,000 on-demand listeners monthly. WGLT.org currently averages 136,000 monthly users and 280,000 unique page views, and we have over 5,800 e-newsletter subscribers.

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 Summer Promotional Packages

\$800 Package

- On-air – 20 :20 announcements during a 7-day flight
- Online – 10,000 web impressions over 7-10 days
- **SPECIAL!** Inclusion in Summer newsletter, including graphic, 50-word message that can include sale information, specials, or calls to action prohibited on-air

\$1300 Package

- On-air – 40 :20 announcements during a 14-day flight
- Online – 20,000 web impressions over 14-21 days
- **SPECIAL!** Inclusion in Summer newsletter, including graphic, 50-word message that can include sale information, specials, or calls to action prohibited on-air

Newsletter will be distributed the week of May 6th
Package Purchase Deadline: April 26th

Limited spots available in summer newsletter – first come, first served!

Summer promo package spec sheet

On-Air Announcement:

50 words including intro "Support for WGLT and WGLT dot org comes from XXX." We offer assistance in writing announcement to follow FCC Guidelines

Example:

Support for WGLT and WGLT dot org comes from Crossroads Fair Trade Goods and Gifts, offering a variety of options for Summer Celebration gifts. Crossroads provide a variety of handmade products supporting marginalized artisans and farmers across the globe. Details at Crossroads Handcrafts dot com.

Web Graphics:

Two images sized 320x50 pixels (mobile version) and 300x250 pixels (desktop version) and website to link. .JPG or .PNG file

Example:



Newsletter:

50 words announcement with more flexibility in word choice, link to chosen website, Graphic Sized 1000x1000 pixels

Example: Shop Crossroads Fair Trade for beautiful gifts suited for everyone on your list. Moms, dads, grads, weddings, and more, we have gifts for every celebration. Shop with us for fairly made items that ensure artisans worldwide earn a living wage. Visit our website for summer hours.

