



Limited Edition Holiday Promotional Packages

The holiday season is upon us, and shopping and celebrating is underway! WCBU’s audience is committed to shopping local and supporting local businesses. Do you want to promote holiday shopping at your store, or encourage people to buy tickets to your event or experience? WCBU is offering two limited edition holiday promotional packages to help local businesses and organizations reach our engaged and loyal audience.

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, and we have 3,200 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

WCBU Holiday Promotional Packages

\$750 Package

- On-air – 20 :20 spots during a 7-day flight
- Online – 10,000 web impressions over 14-day flight
- **NEW!** Inclusion in one WCBU Holiday newsletter, including graphic, 50-word message that can include sale information, specials, or calls to action prohibited on-air

\$1150 Package

- On-air – 40 :20 spots during a 10-day or 14-day flight
- Online – 20,000 web impressions over one month
- **NEW!** Inclusion in one WCBU Holiday newsletter, including graphic, 50-word message that can include sale information, specials, or calls to action prohibited on-air

First newsletter distributed November 20th-22nd before Black Friday and Small Business Saturday

Package Purchase Deadline: November 15th

Second newsletter distributed December 6th-9th

Package Purchase Deadline: December 1st

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