

Limited Edition Summer Promotional Packages



Summertime is almost here. WCBU'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 WCBU's 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 20,000 listeners a week on-air and 17,500 on web stream each month. WCBU.org currently averages 75,000 monthly users and 130,000 unique page views, and we have over 3,700 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 Summer Promotional Packages

\$800 Package

- On-air – 20 :20 announcements during a 7-day flight
- Digital – 5,000 web impressions over two weeks and a newsletter ad
- **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
- Digital – 10,000 web impressions over one month and two newsletter ads
- **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 WCBU and WCBU dot org comes from XXX.” We offer assistance in writing announcement to follow FCC Guidelines

Example:

Support for WCBU and WCBU.org comes from the Peoria Heights Arts Collaborative presenting the 4th annual Fine Art Fair on Saturday, May 13. Prospect Road in the Heights will be closed to traffic in order to showcase the original work of over 50 artists. More details at Peoria Heights Arts dot com slash art dash fair

Web Graphics:

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

Example:



Fan Fare news edition:

Fan Fare e-newsletter goes out twice a week to our over 3600 subscribers. Your ad will be within one newsletter which features local headlines from the week. Graphic is size 728x90 pixels linked to website provided.

Summer newsletter:

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

Example: The 4th annual Fine Art Fair, presented by the Peoria Heights Arts Collaborative, will take place Saturday, May 13 from 9am to 5pm on Prospect Road in downtown Peoria Heights. The original work of over 50 artists will be showcased including ceramics, drawings, jewelry, digital art, and more! Enjoy live music, a children’s art experience, and local restaurants.

