NEWS

NPR CLASSICAL

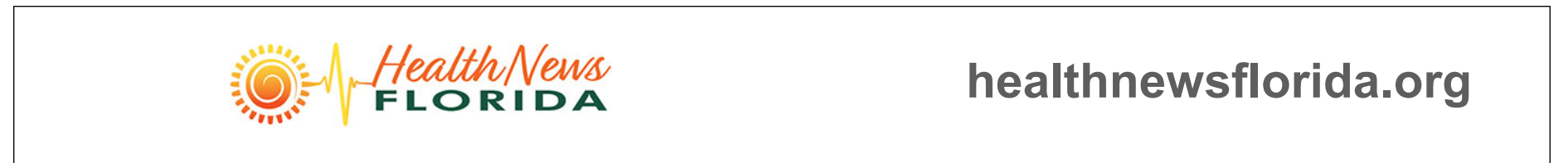# WUSF.ORG

Digital Platforms: Sponsorship Rates

WUSF npr   CLASSICAL WSMR

A Service of the University of South Florida

Digital Platforms: Sponsorship Rates

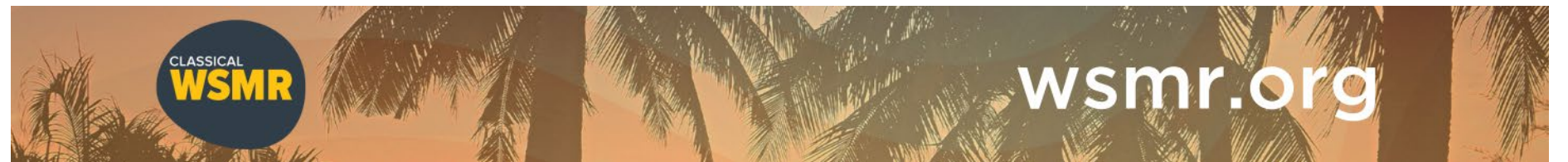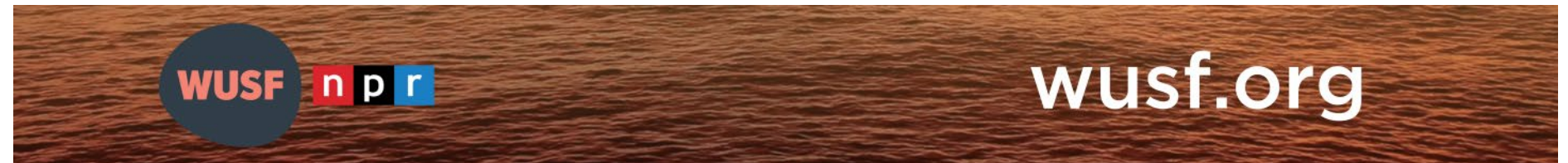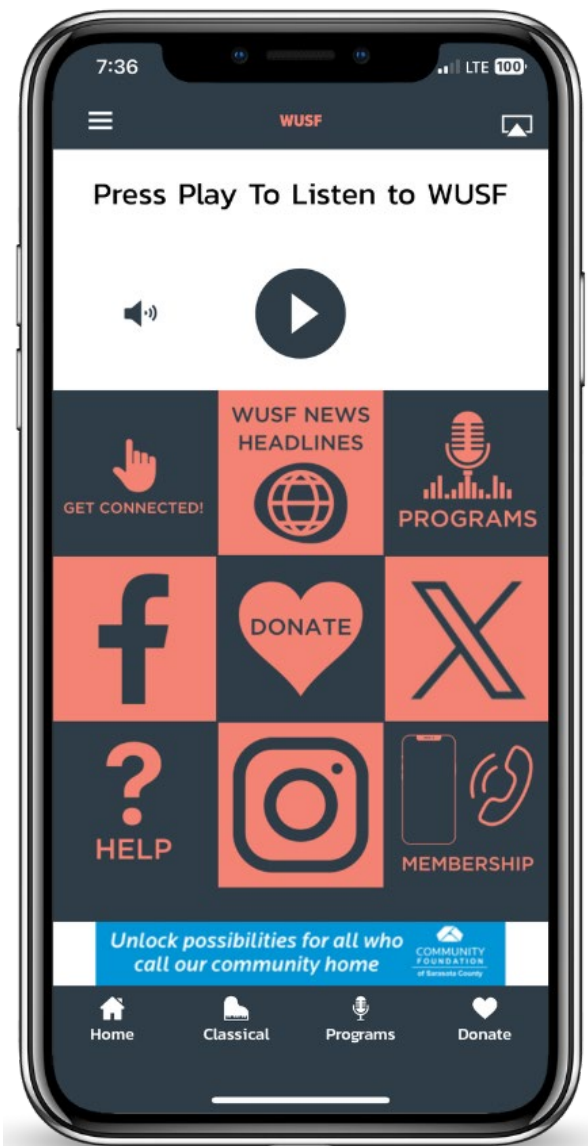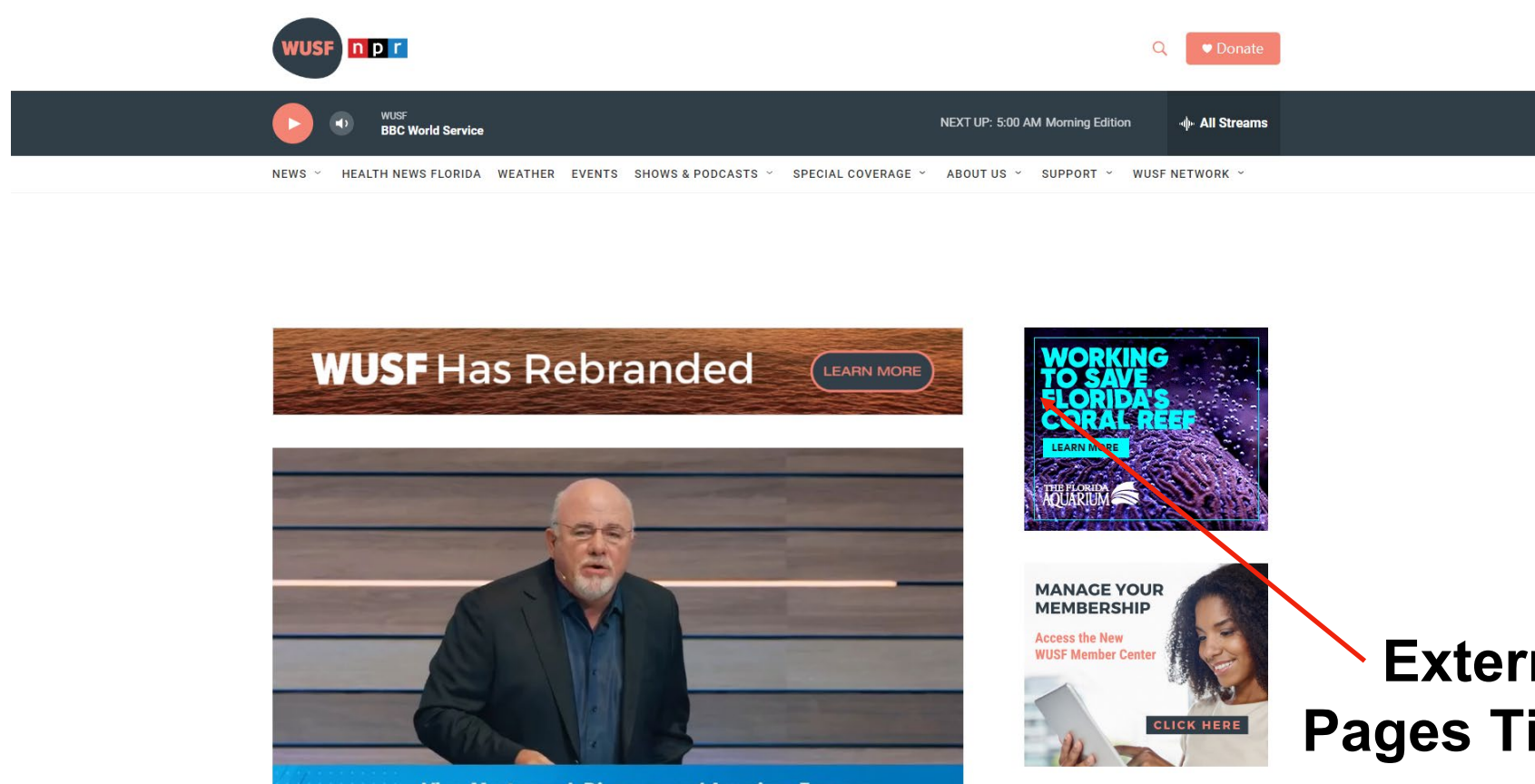# Actual Web Ad Sizes (wusf.org & wsmr.org)

Tile: 300 X 250 (wusf.org, wsmr.org)

Tile: 250 X 208 (newsletter only)

Website Display Ads

External & Internal Pages Tile Ads: 300x250

# Audience Impressions (wsmr.org, wusf.org, healthnewsflorida.org)

	Impressions/ pg-views/mo.	Tile Ad	Banner Ad	Skyscraper Ad
WSMR.org (all pages)	19,836	3 Months: $936 6 Months: $1,560 12 Months: $2,496		

Page Groups	Impressions / mo.	Ad Sizes	Contract Length	Contract Amount
WUSFNews.org (all pages)	752,466	300 X 250 px Tile	3 Months	$8,100
			6 Months	$13,500
			12 Months	$21,600
HealthNewsFlorida.org (all pages)	65,611	300 X 250 px Tile	3 Months	$162.00
			6 Months	$270.00
			12 Months	$432.00

Streaming

When listeners leave their cars, they can listen live on desktop, mobile app and smart speakers.
Pre-roll, non-skippable :15 second audio provides advertiser the opportunity to engage with listeners before every online stream.

Ad Type	Average Total Impressions Per Month Per Station	Number Of Impression Per Month Ordered	Cost Per 1,000 Impressions (CPM)
WUSF & WSMR: 15 sec Pre-roll	WUSF: 1,493,171 WSMR: 202,119	25K to 50K	$20
		50K to 75K	$19
		75K to 100K	$18
		100K +	$17
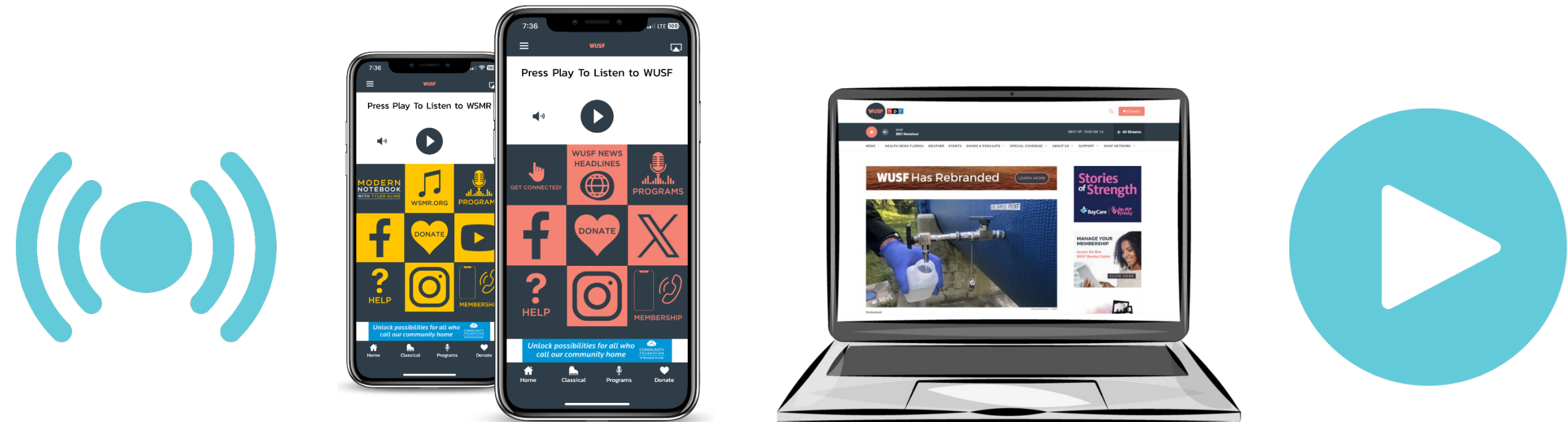
Newsletter & Mobile Ads

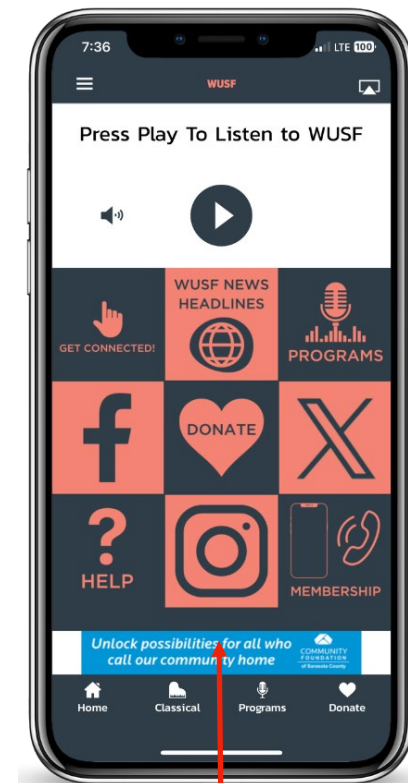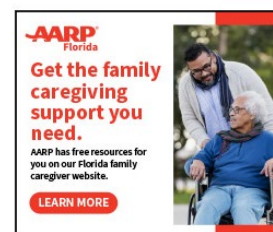| Ad Type	Impressions, contacts	Ad Sizes	Contract Length	Contract Amount
WUSF Newsletter (Every Thursday)	24,652 active audience, 25.10% open rate	250 X 208 px Tile	Weekly	$250
Health News Florida Newsletter (Monday - Friday)	3,528 active audience, daily, 32.90% open rate	250 X 208 px Tile	Weekly	$200
Mobile Ads WUSF App	50,000	320 X 50 px Tile	Monthly	$350

Newsletter Ad: 250 X 208

Mobile Ad: 320 X 50

WUSF Sponsorship Guidelines

Your sponsor graphics will be carefully crafted to suit your marketing and public relations needs while complying with WUSF guidelines and our nonprofit public media status.

Digital Sponsorship tiles may include some of the following elements:

• Sponsor's business or organization name, or that of the subsidiary, legal DBA, operating division or parent company.

• Business location

• Business hours

• Business phone number or web address

• A Value-neutral description of the business or organization

• Trade names, products or services that identify the underwriter (No more than three)

• Third-party names, corporations or sponsors cannot be included for nonprofits.

• An established corporate slogan that complies with all FCC regulations applicable to all media platforms

Sponsorship Graphics messages must be:

• Consistent with WUSF's image and of general interest to their supporters and audience

• Not intended to solicit contributions from supporters

Additionally:

Acceptance of graphics with potential conflicts of interests and problems of viewer misconceptions will be taken into consideration on a case-by-case basis. WUSF precludes qualitative, comparative, or promotional language. Calls-to-action, pricing information and inducements to buy or sell are not permitted. Mention of awards, favorable reviews, endorsements or testimonials are not permitted.

Submitted graphics must be approved by WUSF before the start of a schedule. These regulations serve to protect the content that public broadcasting value so highly. In this way the special integrity of the relationship between the stations and their audience extends to the underwriter as well. The public broadcasting audience positively identifies the sponsor with the high quality programming of WUSF.

WUSF may refuse to accept digital sponsorships from companies, businesses, organizations, or any other entities deemed to be inconsistent with WUSF's image, not of general interest to the WUSF audience, or that could be detrimental to the welfare and image of WUSF.