

Special Promotional Package

WCBU, a part of the NPR Network located on the campus of Bradley University, is offering discounted underwriting to help organizations share messages with 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 20,000 on-air listeners weekly and 17,500 on-demand listeners monthly. WCBU.org currently averages 75,000 monthly users and 130,000 unique page views.

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 special promotional packages

\$500 Package (Retail Value: \$900)

On-air – 20 :20 announcements during a 7-day flight
Digital – 5,000 web impressions, one Fan Fare e-newsletter ad

\$900 Package (Retail Value: \$1800)

On-air – 40 :20 announcements during a 14-day flight
Online – 10,000 web impressions over 3 weeks, and two Fan Fare e-newsletter ads

Local Opal sample promo

:20 On-Air announcement

Support for WCBU and WCBU dot org comes from Local Outdoor Playing and Learning. Local Opal helps share over 650 local non-profit outdoor areas in our region to hike, bike, camp, paddle, fish, play, and more. Information on exploring the outdoors at local opal dot org.

Web ads sample from Local Opal – desktop and mobile



300x250 pixels



320x50 pixels