

WSLR Business Supporter Rate Sheet

WSLR accepts and appreciates contributions from businesses and non-profit organizations in exchange for radio underwriting announcements identifying the business or organization as a WSLR Supporter. These announcements are a great way to connect with WSLR listeners and support Community Radio at the same time!

Underwriting announcements must adhere to FCC non-commercial regulations and generally fit the following pattern:

“Support for WSLR comes from ABC Company of Blue Hill, providing abc and 123 since 1988. More information at abcbluehill.com.”

Underwriting Announcement Rates (10 announcement minimum):

RATE PER ANNOUNCEMENT (For-profit Business)	RATE PER ANNOUNCEMENT (Non-profit Organization)
\$12 Prime Time/\$10 Non-Prime or Weekends	\$10 Prime Time/\$ 8 Non-Prime or Weekends

TIME OF DAY
Prime Time (Weekdays - 7 AM – 10AM; 4PM-7PM)
Non-Prime (Weekdays - 10AM- 4PM; 7PM – 11PM); Overnights and Weekends

- Payment may be made by automatic monthly credit card deduction or as a single payment by check or credit card.
- Full-year Business Supporters at the \$365 level or higher who pay in advance receive a 10% discount on weekly announcement rates.
- Nonprofit organizations receive a 20% discount on announcement rates.
- Businesses that commit to support for an entire year at the \$365 level or higher are listed on the WSLR website, are thanked on the air during our Spring and Fall Membership Drives, and receive a WSLR support sticker.
- To the best of our ability, announcements will be scheduled at times that the Business Supporter requests.

Our Underwriting Manager, Annie Murphy, would be happy to speak with you about becoming a WSLR Business Supporter. She can be reached at annie@wslr.org or 941- 894-6469.

WSLR + Fogartyville | P.O. Box 2540 | 525
 Kumquat Court | Sarasota, FL 34236
 941-894-6469 | info@wslr.org | www.wslr.org

Underwriter Agreement

Please complete and mail to: WSLR
P.O. Box 2540 Sarasota, FL
34230

Business Name:	<input type="checkbox"/> For Profit <input type="checkbox"/> Non-Profit
Address:	
City, State, Zip:	
Telephone:	
Web Site:	
Primary Contact:	
Primary E-Mail:	
Billing Address (if different):	
Date:	

Number of acknowledgements: _____ Rate per acknowledgement: _____

Frequency/Schedule: _____ Total Due: _____
(weekly, bi-weekly, etc.)

General Radio Sponsorship: Prime Time (Weekdays 7-10am, 4-7pm) Non-Prime Time

Specific Program Sponsorship:

Name of program(s): _____

Checks should be made payable to WSLR, Inc.

Acknowledgement Text (limit of 25 words):

Programming on WSLR is underwritten by...

By signing, I agree to the terms and guidelines for underwriting on WSLR-LPFM.

Underwriter (signature, title)

WSLR+Fogartyville Management Team