

## 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 Business Supporter. These announcements are a great way to connect with WSLR listeners and support Community Radio at the same time.

Please see the Business Supporter underwriting announcement rates below. 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):

For Profit Business	Not For Profit Business/Organization
Monday - Friday, 7-10am     \$12	Monday - Friday, 7-10am     \$10
Monday - Friday, 10am-4pm   \$10	Monday - Friday, 10am-4pm   \$8
Monday - Friday, 4-7pm     \$12	Monday - Friday, 4-7pm     \$10
Monday - Friday, 7pm-7am   \$10	Monday - Friday, 7pm-7am   \$8
Saturdays & Sundays         \$10	Saturdays & Sundays         \$8

- Payment may be made by automatic monthly credit card deduction or as a single payment by check or credit card. Annual contracts may be paid in 2 installments (every 6 months).
- Announcements will be scheduled at times that work best with the Business Supporter’s request and our radio program schedule. Announcement preemption because of special programming, technical difficulties, etc. will be rescheduled at a similar time.

### UNDERWRITE YOUR FAVORITE SHOW FOR 6 MONTHS or A FULL YEAR!

For Profit Business	Cost 10% Discount	Not For Profit Business/Organization	Link on WSLR+Fogartyville Website	Social Media Post
Prime Time - 52 announcements	\$561		YES	YES
Non-Prime - 52 announcements	\$468	Prime - 52 announcements	YES	YES
	\$374	Non-Prime - 52 announcements	YES	YES
Prime Time - 26 announcements	\$280		YES	
Non-Prime - 26 announcements	\$234	Prime - 26 announcements	YES	
	\$187	Non-Prime - 26 announcements	YES	

**Our Underwriting Manager, Annie Murphy, would be happy to speak with you about becoming a WSLR Business Supporter and putting together an Underwriting Package that meets your needs. She can be reached at [annie@wslr.org](mailto:annie@wslr.org) or 941-894-6469.**

# 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