



Underwriting and Sponsorship Rates and Packages

Because WSLR is classified as noncommercial radio by the Federal Communications Commission, advertising is not allowed on WSLR. Businesses or other organizations can show their support for community radio through 20-second underwriting announcements with language that is “non-competitive in nature.”

Announcements CAN INCLUDE:

- Your business name, address, phone number, and website
- Name of your products or services
- A non-promotional slogan
- Description and history of your business and product

Program Supporter Package

The Program Supporter is a fantastic way for businesses and non-profits to show support for an individual program on WSLR and offers the ability to target an audience segment who may be in alignment with your specific offerings. These packages are designed as annual sponsorships.

	<i>Business</i>	<i>Non-Profit</i>
Annual Program Supporter		
Weekly Underwriting - 52 Announcements	\$625	\$500
Tile ad on Program’s web page (200 x 200px)	<u>\$100</u>	<u>\$80</u>
	\$725	\$580
Quarterly Program Supporter		
Weekly Underwriting - 13 Announcements	\$195	\$156
Tile ad on Program’s web page (200 x 200px)	<u>\$100</u>	<u>\$80</u>
	\$295	\$236

Drivetime Radio Package

The Drivetime Package is designed to capture the attention and build awareness of your organization or event’s support of community radio, ensuring the highest level of audience saturation.

20 Underwriting Announcements - During peak day parts (Weekdays 7 - 9 am Morning and/or 4 - 6 pm Afternoon)	\$400/Week - Business \$320/Week - Non-Profit
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Wide Reach Radio Package

The Wide Reach Package is designed to capture the attention and build awareness of your organization or event’s support of community radio, across our radio schedule.

20 Underwriting Announcements - throughout day parts (Placements scheduled at the discretion of mgmt.)	\$300/Week - Business \$240/Week - Non-Profit
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On Air - On Line - On Site Package

This package is specifically designed for intensive event marketing with WSLR + Fogartyville offering a comprehensive, 1 week-long promotional boost among our listening community.

		Business	Non-Profit
On Air -	10 Announcements	\$150	\$120
On-Line -	Tile Ad on Website	\$50	\$40
On-Site -	Table Top Card at Fogartyville* (for three performances)	<u>\$50</u>	<u>\$40</u>
	\$200		\$250

**Advertiser to supply printed collateral*

Full Media Sponsorship

This 3-Week Campaign is designed to hit the maximum saturation across the WSLR + Fogartyville community providing visibility to your organization or event over an appropriate timespan to keep our audience informed and engaged.

	Business	Non-Profit
20 Underwriting Announcements per week	\$900	\$720
Clickable Graphic Ad in our weekly email newsletter (600 x 200 px)	\$450	\$360
1/4 page ad in the print publication of <i>The Critical Times</i>	\$120	\$120
One Social Media post "shoutout" (250-300 words with graphic)	\$150	\$120
Tile Ad on Website for three weeks	\$150	\$120
Table Top Card at Fogartyville*	\$150	\$120
Non-Profit Bonus 15-minute interview on a WSLR Program		
	<u>\$1920</u>	<u>\$1560</u>

**Advertiser to supply printed collateral*

E-Newsletter Blast Options

The WSLR+Fogartyville E-Newsletter is a very effective way to connect with our community reaching 3K+ inboxes a week with between 60-70% open rate. Pricing is for inclusion in one newsletter.

	Business	Non-Profit
Classified ad (logo, 1-sentence & link)	\$50	\$40
Clickable Graphic Banner (600 x 200 px)	\$75	\$60
Clickable Graphic Ad (600 x 800 px)	\$150	\$120
Masthead Sponsor Banner (Premium Placement 600 x 150 px)	\$150	\$120

Critical Times Print Edition - Quarterly - January, April, July, October

2000 Copies of The Critical Times are distributed free of charge at all Fogartyville performances, local libraries, community events, businesses, and other community pickup locations. It is also distributed digitally to 3K+ e-newsletter subscribers and promoted on our WSLR + Fogartyville's social media feeds.

	Single Issue	Full Year
Business Card - 3.5" x 2"	\$55	\$200
1/2 Page - 6.65" x 3.32"	\$90	\$300
1/4 Page Vertical - 4.92" x 8" -	\$120	\$400
1/4 Page Horizontal - 10" x 4" -	\$120	\$400
1/3 Page Vertical - 15.35" x 3.32" -	\$135	\$450
1/3 Page Horizontal - 10.25" x 5.32" -	\$135	\$450

Our Underwriting Manager is happy to speak with you about becoming a WSLR Community Supporter and putting together an Underwriting Package that meets your needs. They can be reached at jesse@wslr.org or by calling 941-894-6469.

WSLR-LP 96.5 FM Program Underwriting Agreement

Payment must be received before announcements will be read on air, and can be made by check or online.

Organization Name:	
Address:	
City, State, Zip	
Telephone:	
Website:	
Primary Contact:	
Primary Email:	
Billing Address (If Different):	

Information to include in Underwriting Announcements

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- Quarterly Program Supporter Package - Business \$295
- Annual Program Supporter Package - Business \$725
- Other Package _____ \$ _____

Please sign the accepted agreement and return to: jesse@wslr.org -or- mail to WSLR, Inc., PO Box 2540, Sarasota, FL 34230

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.

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

Underwriter (Signature, title)

WSLR+Fogartyville Manager