

## WFHB 2008 Underwriting Rates

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### Feature Specials

Maximum exposure, minimum price. Aired weekdays during the Morning and Afternoon Music Mix (M-F 6am-5pm, excluding news hours).

Monthly Feature Special - \$120/mo  
30 - :15 second spots per month (1 per day)

Sponsorship Special - \$200/mo  
30 - :30 second spots per month (1 per day)

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### Annual Sponsorships

Long-term underwriting designed to highlight your business as a WFHB community partner.

Weekly Music Program Sponsorship - \$100/mo  
2 - :30 second spots per week during the sponsored program.

Weekly News & Public Affairs Sponsorship - \$100/mo  
1 - :30 second spot per week during the sponsored program.

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### Weekly Sponsorships

Short-term underwriting designed to highlight upcoming events.

Arts & Entertainment Calendar - \$250/wk  
30 - :30 second spots in 1 week

Community Calendar - \$150/wk  
20 - :30 second spots in 1 week

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### Basic Rates

15 second tags, \$6.00 per run  
30 second spots, \$10.00 per run

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Underwriting is support for current programs at WFHB. Financial support does not in any way imply that sponsors may influence program content or programming decisions.

*Bloomington Community Radio, Inc. is a 501(c)3 nonprofit organization and therefore all donations including underwriting are tax-deductible. We receive no federal assistance, and are funded almost entirely by listener contributions and business sponsorships.*

## **Underwriting FAQ**

### **Why Underwrite?**

WFHB is a non-commercial, community radio station. An eclectic mix of music and local, national and international News & Public Affairs programs are broadcast 24 hours a day, 365 days a year. Listeners (and Staff) represent a genuine cross section of the community: business people, retirees, faculty, alumni, students and residents of the area. These are the people who will hear your message throughout South Central Indiana

### **How Does Underwriting Work?**

WFHB is owned by Bloomington Community Radio, Inc. and located in the historic Fire House in downtown Bloomington, adjacent to the Waldron Arts Center. *Bloomington Community Radio is a 501(c)(3) nonprofit organization and therefore all donations including underwriting are tax-deductible.*

As an alternative to advertising, underwriting is a way for you or your business (or non-profit organization) to gain community-wide recognition for your support of WFHB and it's commitment to quality and diverse programming. In addition to being a very wise investment for you, the on-air acknowledgements enhance your image as participants in, and supporters of organizations in our community.

You may elect to underwrite one or more regular programs. In return, the announcer of the sponsored program will read your message. Underwriting Contract commitments vary. Refer to the Rate Sheet for current underwriting rates.

### **What Content may I have in my Underwriting Announcement?**

WFHB is committed to creating high quality, professional-sounding announcements. We will work closely with you to maximize your message within the parameters set by the FCC.

### **FCC/WFHB Underwriting Regulations and Policies**

Due to FCC regulations of non-commercial airwaves there are several rules we must abide by in any underwriting announcement. The following is a brief description of what can and cannot be used:

Legal or trade name must be stated to identify the underwriter.

Any or all of the following may be used in acknowledgement copy:

- Telephone number, email address, web site and location of business or area served.
- Days of operation
- A listing of up three (3) products or services
- Product origin "Belgium Waffles" or "French Bread"
- Intended use of product, "Men's Suits" or "Breakfast, Lunch and Dinner"
- Product content, "Silk Blouses" "Leather Shoes"
- Form of delivery, or method of preparation, "made from grapes" or "cooked with herbs"

None of the following may be used in acknowledgement copy:

- Qualitative language, (homemade; great; wonderful)
- Comparative language, (better; most)
- “Calls to Action” (call today, come by)
- First person statements, (I urge you...)
- Second person statements, (you can stop by...)

Corporate non-promotional slogans may be used in underwriting acknowledgements if they are in well-established use by the business and the wording stays within the spirit of these guidelines and FCC regulations.

Underwriters may state for the arts in general terms, but may only name WFHB specifically, (the arts and WFHB)

All underwriting copy, including corporate slogans, is subject to approval of the General Manager of WFHB.

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