

WWSP—90FM

**Communications Arts Center
Room 105
1101 Reserve St.
Stevens Point, WI 54481**

WWSP-90FM has been on the air since 1968 and serves the greater Stevens Point and Central Wisconsin area with diverse, alternative music. Because of these diverse music offerings and cross-generational listening audience, 90FM can be tailored to meet your marketing needs.



Since 90FM is a non-commercial radio station, we offer underwriting, not advertising. Underwriting is a cost-effective business strategy, helping promote a business by reaching multi-generational audiences.

Why 90FM?

WWSP-90FM is staffed by the students of the University of Wisconsin-Stevens Point, and is the largest student run radio station in the Midwest. With a 60-mile broadcast radius, 90FM reaches listeners in the Central Wisconsin area ranging from 6 through 76 and would be pleased to build a professional relationship with your business.

UWSP Student Radio

WWSP-90FM

1101 Reserve St. (Room 105)

Stevens Point, 54481

2019-2020

Ellen Hamilton

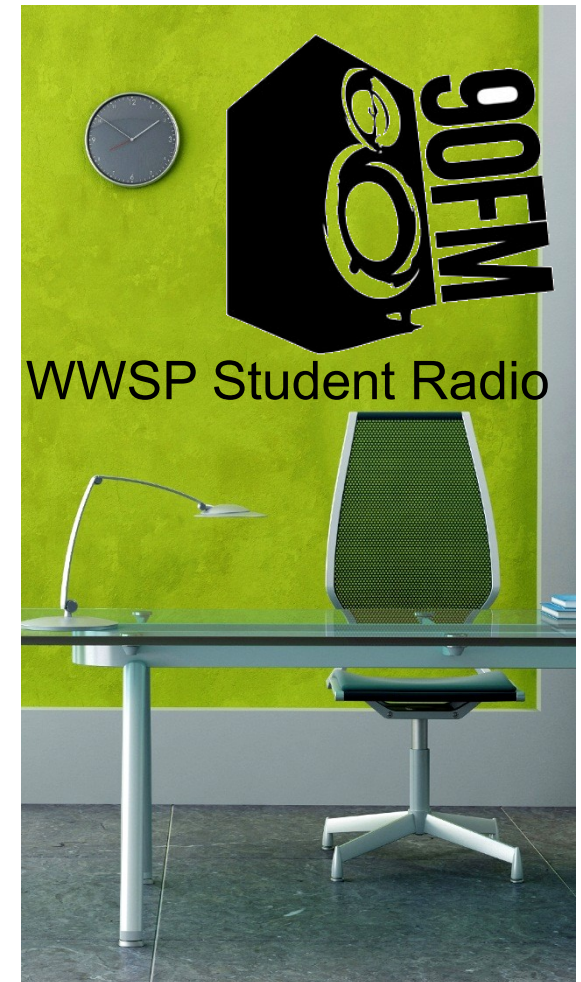
Business & Sales Director

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WWSP Student Radio

Underwriting/Marketing

WWSP-90FM

Student Radio
UWSP



90FM Rates

General Programming: 6 A.M. - 6 P.M.

1X20 second ad per week

Semester-\$70 - \$3.85 per Ad

Yearly-\$160.16 - \$3.08 per Ad

2X20 second ads per week

Semester-\$127.00 - \$3.50 per Ad

Yearly-\$291.20 - \$2.80 per Ad

4X20 second ads per week

Semester-\$226.80 - \$3.15 per Ad

Yearly-\$524.16 - \$2.52 per Ad

6X20 second ads per week

Semester-\$318.60 - \$2.95 per Ad

Yearly-\$736.32 - \$2.36 per Ad

Weather: \$157 – 10 per day. Choice of weekday (Year)

\$ 0.25 per mention

Specialty and Jazz: Nights and Weekends

1X20 second ad per week

Semester-\$76.32 - \$4.24 per Ad

Yearly-\$170 - \$3.40 per Ad

2X20 second ads per week

Semester-\$138 - \$3.85 per Ad

Yearly-\$308 - \$3.08 per Ad

3X20 second ads per week

Semester-\$178 - \$3.30 per Ad

Yearly-\$396 - \$2.64 per Ad

4X20 second ads per week

Semester-\$220 - \$3.07 per Ad

Yearly-\$492 - \$2.46 per Ad

10X20 second ads per week

Semester-\$479 - \$2.68 per Ad

Yearly-\$1075 - \$2.15 per Ad

15X20 second ads per week

Semester-\$688 - \$2.55 per Ad

Yearly-\$1432.50 - \$1.91 per Ad

Sports: \$150 – days and times vary per year

Weather: \$185 – per year-weekday night

\$0.50 per mention

Weather: \$53 – per year-weekend hour

\$1.00 per mention



Late Night:

2 A.M. - 6 A.M

7 Ads per week (1 per night)

\$273 - \$0.75 per Ad (Year)

14 Ads per week (2 per night)

\$459 - \$0.63 per Ad (Year)

28 Ads per week (4 per night)

\$764 - \$0.53 per Ad (Year)

42 Ads per week (6 per night)

\$918 - \$0.42 per Ad (Year)



Public Affairs:

Tuesday -Thursday

6 P.M. - 7 P.M.

\$80 - per show (School Year Only)