

WWSP 90 FM

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 the diverse music offerings and cross-generational listening audience, 90FM can be tailored to meet your marketing needs.

Commercial Donor Announcement 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.



WWSP-90FM IS STAFFED BY THE STUDENTS OF THE UNIVERSITY OF WISCONSIN-STEVENSON 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.

2021-2022
Colin Nygren
Business and Sales Director

Contact us!

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90 FM RATES

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

1X20 second ad per week Semester-\$69.30 -
\$3.85 per Ad Yearly-\$131.56 - \$2.53 per Ad

2X20 second ads per week Semester-\$126.72 -
\$3.52 per Ad Yearly-\$251.68 - \$2.42 per Ad

4X20 second ads per week Semester-\$229.68 -
\$3.19 per Ad Yearly-\$401.44 - \$1.93 per Ad

6X20 second ads per week Semester-\$318.60 -
\$2.95 per Ad Yearly-\$549.12 - \$1.76 per Ad

Weather: \$157 per 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-\$151.47 - \$2.97 per Ad

2X20 second ads per week Semester-\$137.52 -
\$3.82 per Ad Yearly-\$272.34 - \$2.67 per Ad

3X20 second ads per week Semester-\$185.76 -
\$3.44 per Ad Yearly-\$367.20 - \$2.40 per Ad

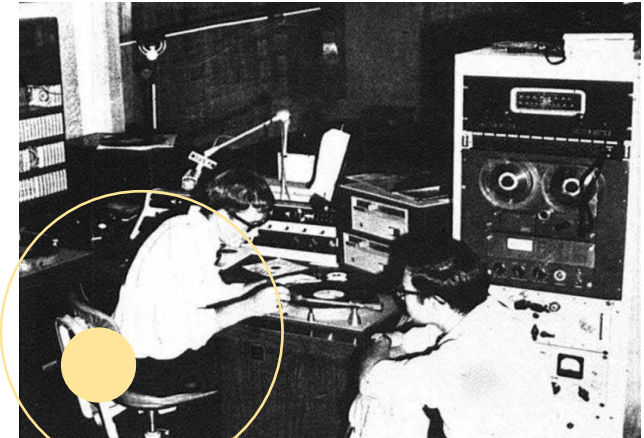
4X20 second ads per week Semester-\$223.20 -
\$3.10 per Ad Yearly-\$465.12 - \$2.28 per Ad

10X20 second ads per week Semester-\$502.20 -
\$2.79 per Ad Yearly-\$1106.70 - \$2.17 per Ad

15X20 second ads per week Semester-\$680.40 -
\$2.52 per Ad Yearly-\$1491.75 - \$1.95 per Ad
Monday Friday (times vary) 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

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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)