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-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.**

Contact us!
Cell: (715) 587-6123
Phone: 715-346-3755
E-mail: wwspbus@uwsp.edu
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-$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

Monday Friday (times vary) Sports: $150 days and times vary per year Weather: $185 per year-weekday night $0.50 per mention S 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)