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**U W S P S t u d e n t R a d i o**

**WWSP-90FM**

**1101 Reserve St. (Room 105)**

**Stevens Point, 54481**

2019-2020

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**WWSP - 9 0 F M**

**CAC Room 105**

**1101 Reserve Street Stevens Point, WI**

WWSP-90FM has been on the air since 1969 and serves the greater Stevens Point area with diverse, alternative music. 90FM can be

tailored to meet your marketing needs.

**Commercial Donor Announcement**



**U W S P S t u d e n t R a d i o**

**90FM**

**Underwriting**

Since 90FM is a non-commercial radio station, we offer underwriting, not advertising. Underwriting, a cost-effective business strategy, helps promote a business while being tax deductible.

**90FM.ORG - 89.9FM**

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**Late Night:**

**2 A.M. - 6 A.M**

1. **7 CDA per week (1 per night)**

$525 - $1.50 per CDA (Year)

1. **14 CDA per week (2 per night)**

$980- $1.40 per CDA (Year)

1. **28 CDA per week (4 per night)**

$1820 - $1.30 per CDA (Year)

1. **42 CDA per week (6 per night)**

$2310 - $1.10 per CDA (Year)

**Specialty weekends include: Reunion Weekend, Wisconsin Weekend, Jazz Fest, Radiothon, Tribute Day, Trivia and Beatles Fest**

**Specialty and Jazz: Nights and Weekends**

## 1 20 second CDA per week

$128 - $8.50 per CDA (Semester)

$367 - $8.15 per CDA (Year)

## 2 20 second CDA per week

$243 - $8.10 per CDA (Semester)

$693 - $7.70 per CDA (Year)

## 3 20 second CDA per week

$347 - $7.70 per CDA (Semester)

$986 - $7.30 per CDA (Year)

## 5 20 second CDA per week

$544 - $7.25 per CDA (Semester)

$1553 - $6.90 per CDA (Year)

## 10 20 second CDA per week

$1215 - $6.75 per CDA (Semester)

$2880 - $6.40 per CDA (Year)

## 15 20 second CDA per week

$1350 - $6.00 per CDA (Semester)

$3881 - $5.75 per CDA (Year)

**Sports: $342 – days and times vary (Year)**

**Why 90FM?**

# WWSP-90FM, staffed by the students of the University of Wisconsin-Stevens Point, is the

largest student run radio station in the Midwest. With a 60-mile broadcast radius, 90FM would

be pleased to build a professional relationship with your business.

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

## 1 20 second CDA per week

$112.50 - $7.50 per CDA(semester)

$355 - $7.10 per CDA (Full Year)

## 2 20 second CDA per week

$213 - $7.10 per CDA (Semester)

$675 - $6.75 per CDA (Year)

## 4 20 second CDA per week

$405 - $6.75 per CDA (Semester)

$1280 - $6.40 per Ad (Year)

## 6 20 second CDA per week

$576 - $6.40 per CDA (Semester)

$1830 - $6.10 per CDA (Year)

Semester is 15 weeks. Full year is 48 weeks. Excludes Specialty weekends.