



## STATION INFORMATION

Phone: (617) 353-6400

Website: [www.wtburadio.org](http://www.wtburadio.org)

WTBU App Available for iPhone and Android Phones

Since 1960, WTBU has been entertaining the Boston University community and beyond. As Boston University's only student-run radio station, WTBU offers 72 different shows to the Boston community, and broadcasts seven days a week for 20 hours a day. Signal for WTBU is available not only in all Boston University dorms and on BU Cable Channel 6, but also across the globe via our webpage.

In 2013, the College Media Journal Network, Inc. (CMJ) awarded WTBU as College Radio Station of the Year for the second year in a row. Our station's website attracts over 500,000 page views, and averages over 11,000 views a month. We broadcast as a professional radio station while providing training and experience to BU students in a range of fields. Students work at the station on a volunteer basis and handle every aspect of the radio business, from managing and programming to advertising and on-air talent.

While we focus on broadcasting in an alternative format, WTBU features something for everyone. The station is home to shows that highlight different musical categories, including Top 40, Jazz/Blues, New World, Urban, Ska/Punk, Indie, Electronic and more. Our full programming schedule is also available on our website.

Approximately 50% of listeners are BU students in the Boston area, as well as listeners from other colleges such as Harvard, MIT, Boston College and Emerson. The other 50% of our audience is comprised of students from other colleges across the country, university alumni and families of students.



## UNDERWRITING RATES 2014

### **Contact Information:**

640 Commonwealth Avenue  
Boston, MA 02215  
Phone: (617) 353-6401  
Fax: (617) 353-6403  
[underwriting@wtburadio.org](mailto:underwriting@wtburadio.org)

### **Underwriting Director:**

Timothy Pacius  
(732) 859-1370  
[tpacius@bu.edu](mailto:tpacius@bu.edu)

WTBU Radio is Boston University's only student-run radio station. We broadcast 20 hours a day, seven days a week during the academic year. We broadcast online on [www.wtburadio.org](http://www.wtburadio.org) and stream on our iPhone and Android app. WTBU has almost 300 staff members from all colleges within the university. Our studios are located on the third floor of the College of Communication.

In 2012 and 2013, WTBU was featured on MTVU and was awarded the College Music Journal (CMJ) Station of the Year award. We broadcast a variety of music genres, in addition to news, sports, and talk shows. Above all else, at WTBU we're all about supporting the local scene. WTBU collaborated with local Boston music blog Allston Pudding to bring our listeners the most up-to-date local artists from all music genres.

Listed in this packet are our underwriting rates and sponsorship options. If you are interested in working with us, get in touch! Don't hesitate to ask any questions, and at WTBU we're very flexible, and always looking for new partnerships and business ideas.

## **WTBU SPOT RATES**

### Peak Hours\* Spot Rates

	<b>30 Second Spot</b>	<b>60 Second Spot</b>
1-10 Spots	\$20 each	\$25 each
11-19 Spots	\$15 each	\$20 each
20+ Spots	\$10 each	\$15 each

\*Peak hours are between the hours of 10am and 6pm. This is our prime time slot and broadcasts to the highest volume of listeners.

### Off-Peak Hours\* Spot Rates

	<b>30 Second Spot</b>	<b>60 Second Spot</b>
1-10 Spots	\$12 each	\$15 each
11-19 Spots	\$9 each	\$12 each
20+ Spots	\$5 each	\$7 each

\*Off-Peak hours are between the hours of 6pm-2am and 7am-10am.

- All broadcasts are archived and listened to numerous times during the semester. A spot that is aired only once can be heard many times with the archived files.
- [www.wtburadio.org](http://www.wtburadio.org) averages over 12,000+ hits per day!
- All creative work (spot recording, music, etc.) will be furnished by WTBU and is free of charge.
- All payments made to WTBU are tax deductible.

## **SHOW SPONSORSHIPS**

Show sponsorships allow you to maximize your exposure consistently over the same two-hour time slot during the course of a month, a semester, or a full academic year. Your underwriting spots of choice will be read once an hour during the show you sponsor. WTBU radio shows play many different genres of music, plus a variety of talk, news, and sports programs. Show schedules and descriptions are available upon request.

## **SHOW SPONSORSHIP RATES**

	<b>Peak Time Block</b>	<b>Off-Peak Time Block</b>	<b>BU In the Morning*</b>
Monthly Rate	\$75	\$50	\$70
Semester Rate	\$225	\$150	\$220
Full Year Rate	\$415	\$255	\$410

\*\*BU in the Morning is WTBU's flagship talk show. It broadcasts Mondays, Wednesdays, and Fridays from 10am-12pm. If you choose to sponsor BU in the Morning, the rates listed above are for one broadcast day a week, of your choosing.

## **WEBSITE SPONSORSHIPS**

Website Sponsorship includes your organization's logo and link placed on the WTBU webpage. With over 12,000 hits per day, WTBU website sponsorship is a valuable investment for any business. This is a \$175 fee per semester for this option, or a fee of \$245 for an entire year.

## **TELEVISION SLIDE SPONSORSHIPS**

Your company's information can be shown on a slide on WTBU's Channel Six. Slides run omnipresently while in rotation and can be viewed by an audience of up to 18,000 people. The purchase rate is flexible, however the format starts at \$55 per one week's run on the channel, \$175 for a single month, and \$360 for a semester, etc.

## **ADVERTISING IN THE BEAT**

*The Beat* is WTBU's brand new magazine! With the closing of the *Boston Phoenix*, WTBU has stepped up to continue bringing alternative news to readers in Boston. WTBU is currently printing and distributing 300 physical copies of *The Beat* each month, as well as publishing every issue on our station website. Rates for advertising your company's information in *The Beat* are as follows:

- 1/4 page ad for \$300 (1 issue)
- 1/8 page ad for \$150 (1 issue)

## **UNDERWRITING PACKAGES**

These packages were designed with the clients' needs and budget in mind. The packages provide varying levels of exposure on WTBU Radio. All package rates are for one semester only. The package rates are discounted for any contract that starts one month into the semester. (Contact the Underwriting Department if you wish to begin a package mid-semester).

Additionally, packages do not need to be for just one spot; multiple spots can run under the same package.

### ***Platinum Package:***

The platinum package is the premium package of WTBU Radio and will give any business or organization high exposure. The Platinum Package includes and guarantees:

- Large logo or link on [www.wtburadio.org](http://www.wtburadio.org)
- Television Slide on WTBU Channel 6
- Show Sponsorships:
  - One sponsorship for BU In The Morning
  - One sponsorship for a Peak Time Block Show
- Stand alone spots per semester:
  - 45 Peak Time Block 60 second spots
  - 45 Peak Time Block 30 second spots
  - 60 Off-peak Time Block 60 second spots
  - 60 Off-peak Time Block 30 second spots

### ***Gold Package:***

The Gold Package is an excellent choice for a business that would like high exposure on WTBU, but would like a package tailored to fit a smaller budget. The Gold Package includes and guarantees:

- Medium logo or link on [www.wtburadio.org](http://www.wtburadio.org)
- Television slide on WTBU Channel 6
- Show Sponsorships:
  - One sponsorship for a Peak Time Spot
  - One sponsorship for an Off-peak Time Spot
- Stand alone spots per semester:
  - 20 Peak Time Block 60 second spots
  - 25 Peak Time Block 30 second spots
  - 20 Off-peak Time Block 60 second spots
  - 25 Off-peak time Block 30 second spots

### ***Silver Package:***

The Silver Package is the perfect choice for a business or organization that would like to inform listeners. The Silver Package includes and guarantees:

- Show Sponsorships:
  - One Sponsorship for BU In the Morning
  - One Sponsorship for an Off-peak Time Spot
- Stand alone Spots per semester:
  - 15 Peak Time Block 60 second spots

- 15 Peak Time Block 30 second spots
- 10 Off-peak Time Block 60 second spots
- 5 Off-peak Time Block 30 second spots

***Bronze Package:***

The Bronze Package is a great choice for local businesses who would like to advertise on the radio on a minimal budget. The Bronze Package includes and guarantees:

- Show Sponsorships:
  - One for a Peak Time Spot
- Stand alone spots per semester:
  - 11 Peak Time Block 60 second spots
  - 11 Peak Time Block 30 second spots

**PACKAGE RATES:**

	<b>Retail Cost</b>	<b>Discounted Cost</b>
Platinum Package	\$1,935	\$1,735
Gold Package	\$1,195	\$995
Silver Package	\$990	\$749
Bronze Package	\$585	\$425

**PAYMENT AND CONTRACT:**

- The Underwriting Department will bill clients on a monthly basis. Included in the monthly invoice will be a document stating the date and time of each spot run.
- Checks can be made payable to WTBU and sent to the contact information above.
- Contracts must be signed before the broadcast period begins.