UNDERWRITING FOR NONPROFITS AND FOR PROFIT BUSINESSES

Underwriting is a great opportunity for your business or organization. Your spots will be heard by a loyal, educated audience which appreciates that your business or organization also supports their favorite radio station! Many WMNF listeners report that they never change their radio station away from 88.5 FM.

Underwriting is not like commercial radio advertising. There are specific guidelines that apply to underwriting which have been established by the FCC, the IRS and the WMNF Board of Directors.

Rates vary depending on time
PRIME TIME is from 6 am to 7 pm
Nonprofits receive a discount

UNDERWRITING GUIDELINES

These guidelines may be subject to change at any time by action of station staff and Board of Directors.

GENERAL GUIDELINES

- For profit underwriters are limited to 15 second spots
- Nonprofits are granted 20 second spots
- WMNF reserves the right to limit the number and frequency of announcements available.
- WMNF reserves the right to approve all content.
- WMNF reserves the right to refuse any underwriter or advertiser that does not comply with the above.

SPOT GUIDELINES

- Spots may include the name of the company or organization, its location, telephone number, web site, and brief listing of products or services.
- Spots may not include a music bed, sound effects, or production enhancements.
- Spots may not include comparative, qualitative or quantitative language.
- Spots may not include a call to action.
- Spots will be limited to a total of two announcements per each hour of the broadcast day.
- Spots must comply with all current underwriting guidelines established by the FCC, IRS and WMNF.

Contact:
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SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES AT WMNF

WMNF EVENT SPONSORSHIPS
WMNF has a long and proud tradition of holding smaller events at local venues and large scale music festivals such as Tropical Heatwave. Sponsoring events not only gets your business or organization name out to an appreciative community, but also helps you build goodwill with our listeners.

WMNF CONCERT CALENDAR
The WMNF Concert Calendar is an affordable way for national and local promoters and musicians to get their shows announced, guaranteed. The pre-produced Concert Calendar is approximately two minutes, updated weekly and heard Monday through Friday at 7:45 am, 2:30 pm and 8:15 pm (no evening play on Friday), Saturday at 1:15 pm, and Sunday at 3:15 pm. Show listings are also posted to the online concert calendar, located on the WMNF website at: wmnf.org/concert_calendar.

Rates vary depending on the capacity of the venue.

Contact:
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88.5 WMNF
Community Conscious Radio

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