



## Get your business heard on 89.5 WJMU!

Millikin University's radio station, 89.5 WJMU "The Quad", is heard throughout Decatur and its surrounding areas. The station is always looking for sponsors to support programming through underwriting. Your business can promote itself effectively through WJMU's popular music and sports format. Underwriting is an alternative to advertising with WJMU, a non-commercial radio station.

### Benefits to Underwriting

Announcements are unobtrusive and WJMU does not cluster five or six of them into a four-minute break like a regular commercial interruption. Your message stands alone - it does not have to compete for the listener's attention. It's inexpensive. **Underwriting support to WJMU is tax-deductible!** You'll be assisting WJMU to continue its popular community-oriented programming with your contribution.

### Sponsoring Rates

Your potential customers can hear your radio spot during a Millikin football or basketball game or during our popular music programs. Here are some options:

*Announcement Units* – 30 second spots available. The segment will be a high quality pre-recorded announcement of your business. **Each recorded announcement is only \$10!**

*Content Sponsorship* - Sponsor a specific segment such as "WJMU News, sponsored by Sal's Famous Pizza" As a Content Sponsor you have the option to pay on a per month basis, in advance. The name of your company/organization would be included each time that particular segment of the show airs, is listed on the WJMU web site, or publicized.

*Participating Sponsorship* – The title of a regularly scheduled radio show includes the sponsorship note, such as "The Oldies Hour, brought to you by Jimmy John's". The name of your company/organization would be included when the show name is mentioned on the air, and every time it is listed on the WJMU web site, or publicized. Rate: \$200 – \$300 per semester or season.

*Title Sponsorship* - The title of a regularly scheduled radio show includes the name of the sponsor such as "The Smith Market Afternoon Show" or "Rally's Halftime Show". The name of your company/organization would be included every time the show name is mentioned on the air, listed on the WJMU web site, or publicized. Rate: \$300 – \$500 per semester or season.

### Contact Info:

WJMU Underwriting  
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