

Program Guide ADS

WMNF invites your business or organization to partner with the station in by becoming a sponsor of the WMNF Program Guide today!
WMNF RadioActivists get a discount!

	Radioactivist Rate	General Rate
Business Card Size:	\$125	\$150
Quarter Page:	\$250	\$300
Half Page:	\$450	\$500
Full Page:	\$800	\$900



www.greenerpixels.com

Other opportunities

to spread the word
about YOU:

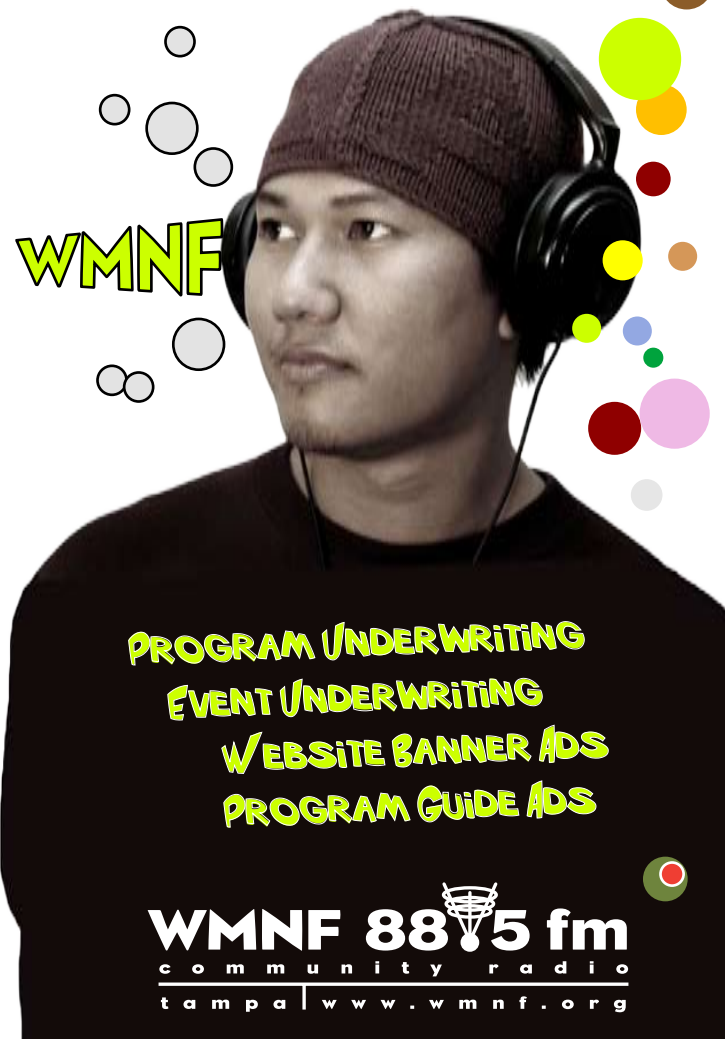


2008-2009 Connectory
Community Partner

Contact
Development Director Laura Taylor
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Underwriting ON WMNF 88.5 fm COMMUNITY RADIO

Underwriting on WMNF is a great way to reach customers who share your values.



PROGRAM UNDERWRITING
EVENT UNDERWRITING
WEBSITE BANNER ADS
PROGRAM GUIDE ADS

WMNF 88.5 fm
community radio
tampa | www.wmnf.org

WMNF Rate Card

In addition to the below, WMNF underwriting must comply with all current underwriting guidelines established by the Federal Communications Commission (FCC).

Program Underwriting

Underwriting is not like commercial radio advertising. Program Underwriting announcements are limited to fifteen seconds, live read (no music bed); may include the name of the organization, its location, phone number, URL and brief listing of products or services; may not include qualitative or quantitative language; may not include a call to action.

NOTE: Program Underwriting contracts have a 3-month minimum. Non-profit organizations receive a 10% discount on program underwriting.

For two announcements within the selected program or hour:

PRIME TIME: 6 am to 10 pm

- 3 month contract: \$1,200
- 6 month contract: \$2,000
- 12 month contract: \$3,800

Event Underwriting

Event Underwriting is available to nonprofit organizations to promote concerts, events and other activities in our low-cost, commercial-free environment. These announcements are limited to twenty seconds; may include a description of event, name of sponsoring organization, time and location and phone number/URL. May not include qualitative or quantitative language, a call to action, or event price.

These announcements are available ONLY in blocks of five:

Prime-Time (Mon-Fri 6am – 7 PM)

5 announcements - \$375

Outside of Prime-Time

5 announcements - \$325

Website Banner Ads

Option 1: Web Banner/Tile on wmnf.org With Your Company Logo And Link to Your Website-

Promote your business with a web "tile or banner" on our Website, www.wmnf.org.

Currently, wmnf.org gets around 40,000 visits a month, and 153,000 page views.

About WMNF Listeners and Supporters:

- * Community-minded folks who like to support WMNF Community Partners like you!
- * Generous to the station, supporting us with gifts ranging from \$35-\$5,000, with the average contribution around \$150.
- * Increasingly reliant on our Web site

Website Banner Ads

Our home page wmnf.org is our most visited, followed by the weekly schedule page, and then the playlists. Therefore, the rates are structured accordingly.

Local Business Rates:

	Quarterly	6 Months	Annually
Home Page:	\$500	\$1,000	\$1,750
Schedule Page:	\$375	\$750	\$1,500
Playlist Page:	\$250	\$500	\$900

Non-Profit Events:

	Two Weeks	One Month
Home Page:	\$300	\$500
Schedule Page:	\$225	\$375
Playlist Page:	\$200	\$250

Provide us with your company logo and Web address. Visitors to our Website will be able to click on your logo and automatically be directed to your site. This is an effective complement to your on-air underwriting. Non-profits receive a 10% discount.

