

WEOS (FM) Underwriting Rate Card

WEOS broadcasts 24 hours a day with a variety of music, sports and news programs. Our network affiliations include National Public Radio (NPR), Public Radio International (PRI), Pacifica Radio and The Associated Press. Our most popular offerings include NPR's *Morning Edition*, *All Things Considered*, *Car Talk*, *Wait, Wait...Don't Tell Me*, PRI's *Living on Earth* and Pacifica's *Democracy Now*. In addition, WEOS broadcasts area sports, including Hobart and William Smith Colleges' football, soccer, basketball, hockey and lacrosse. We broadcast on three outlets...89.7 and 90.3 in Geneva, and 88.1 in Ithaca...covering a 40-mile radius; including Ontario, Yates, Wayne, Seneca, Cayuga and Tompkins Counties, as well as parts of Schuyler. Our evening music formats include AAA, Alt.Rock, Jazz, Blues, Metal, World, Folk, Rap, R&B, Gospel and Spanish.

WEOS has a package that can link your business with these high-profile and high-audience programs. At the same time, you are supporting Public Radio at its most crucial level: the local level. Our packages are structured to suit the needs of your particular business; credits can run once a day, several times a day, seasonally or year-round.

Sample Rates:

Prime-time Rates are \$14.00 per credit.

Supporting programs aired during times when our listenership tends to be at its highest. E.g. *Morning Edition*, *All Things Considered*, *Democracy Now*, *Car Talk* and more.

Standard-time Rates are \$7.50 per credit.

Supporting mid-day, evening and weekend programming such as *Talk of the Nation*, *World Café*, *Thistle & Shamrock*, our evening music programming and other WEOS programming.

Sports Rates (separate from Prime- & Standard-time)

All sports include open and closing billboards and promos.

Minimum of 2 spots per game, minimum of 20 contests per quarter.

- Fall & Winter Quarters / \$300 per quarter
Football, Soccer, Basketball & Hockey
- Spring Quarter / \$500

Hobart and William Smith Lacrosse + NCAA Championships

Hobart Lacrosse Only \$300 per one 30 second spot in regular season games. Playoffs, \$200 per spot. Priced as a package.

Entire year: \$900

Combination packages are also available. Inquire for nationwide sponsorship of sports and other programs that WEOS produces.

Non-profit organizations wishing to underwrite may qualify for a lower rate.

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SAMPLE ANNUAL UNDERWRITING PACKAGES

Name of Plan	Cost	Num. of Credits	Credit Type	Payment Options
Seneca Package	\$3700	260	Prime	In Full
		104	Standard	\$925/quarter \$308.33/month

The Seneca package contains 5 prime and 2 standard credits per week.

Name of Plan	Cost	Num. of Credits	Credit Type	Payment Options
William Smith Package	\$2525	156	Prime	In Full
		104	Standard	\$631.25/quarter \$210.42/month

The William Smith package contains 3 prime and 2 standard credits per week.

Name of Plan	Cost	Num. of Credits	Credit Type	Payment Options
Hobart Package	\$1200	104	Prime	In Full
				\$300/quarter \$100/month

The Hobart package contains 2 prime credits per week.

Name of Plan	Cost	Num. of Credits	Credit Type	Payment Options
O'Dell Package	\$624	52	Prime	In Full
				\$156/quarter \$52/month

The O'Dell package contains 1 prime credit per week.

Name of Plan	Cost	Num. of Credits	Credit Type	Payment Options
Explorer Package	\$394	52	Standard	In Full
				\$97.50/quarter \$32.50/month

The Explorer package contains 1 prime credit per week.

Other combinations available upon request. Specials, national underwriting, web page advertising and seasonal rates (per quarter) are also available.

UNDERWRITING – A Mutually Beneficial Partnership

Since becoming a member of National Public Radio & Public Radio International, thousands of listeners rely on WEOS to deliver their daily dose of regional and national news; political, environmental and educational on-air discussions and call-in programs...as well as a diverse offering of music and other entertaining programming. Ever since 1971 the private sector has shown its support of WEOS by contributing to our annual revenue, and each year this has increased.

Astute businesspeople throughout the Finger Lakes region recognize WEOS as an uncommon, cost-effective and lucrative underwriting investment.

The reasons are really quite simple:

First, underwriting presents an opportunity for businesspeople to actively and publicly lend their financial support of WEOS before an audience of well-traveled, well-educated individuals. Many of whom hold managerial positions and enhanced personal spending power. This is a market of individuals who think, care...and spend.

Second, underwriters are afforded an enhanced public image; loyal WEOS listeners are like family to the station. They greatly value, and recognize, the investment made by local and regional businesses in support of their favorite public radio station.

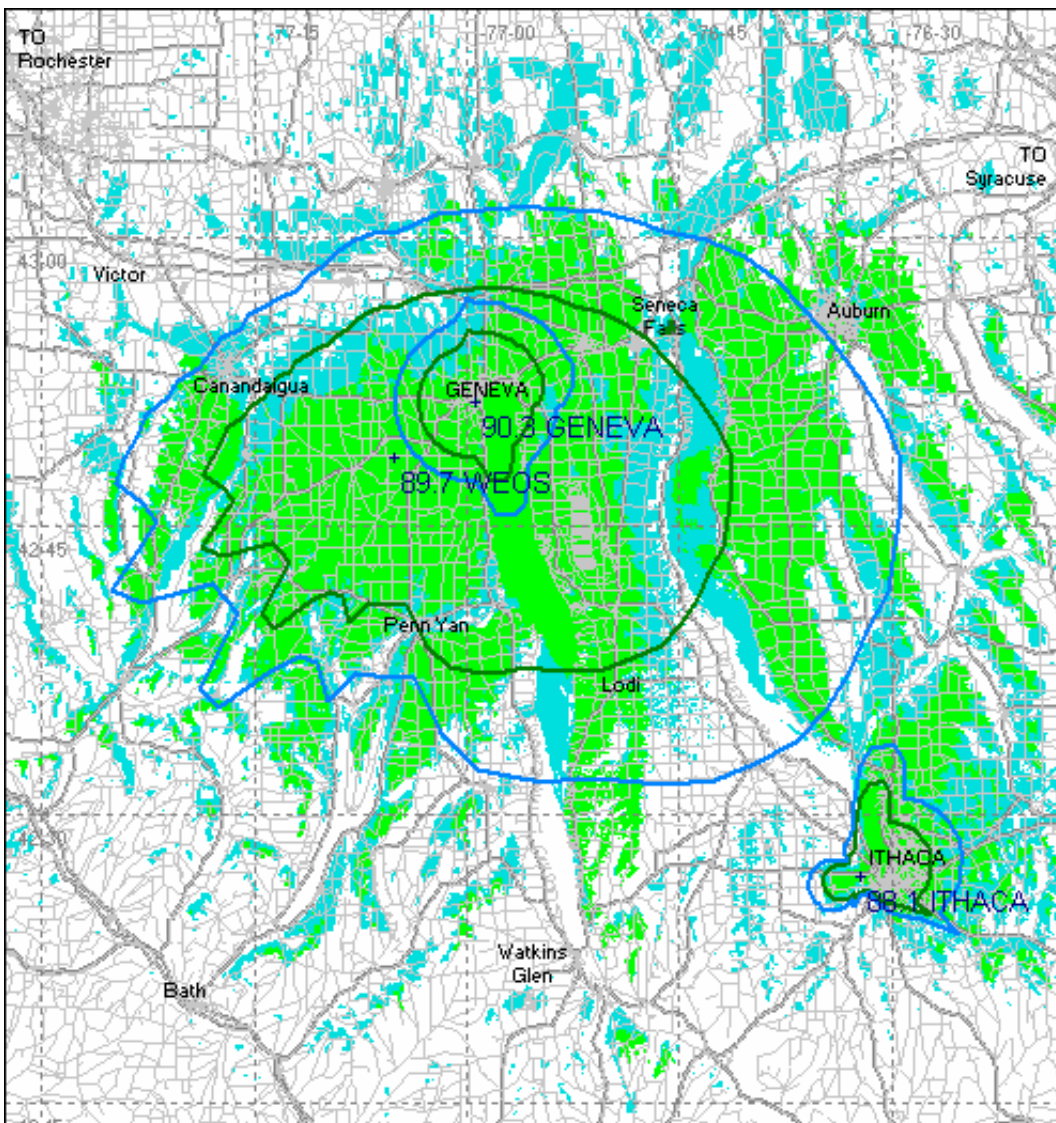
WEOS reaches an area that exceeds many radio stations in the area, and most newspapers. And we're gaining more listeners each and every day.

Please contact us at weos@hws.edu or call (315) 781-3456 to underwrite on WEOS today!

WEOS COVERAGE AREA

Our signals cover an area of over **4400 square kilometers** and nearly **240,000 people** between the Geneva, Ithaca and surrounding regions...including Seneca Falls, Auburn, Penn Yan and Canandaigua.

Below is a map showing our three signals' broadcast reach. The green lines/shading represents our "core broadcast" service, where listeners with ordinary radios can easily receive our signal. The blue lines/shading represents our "fringe broadcast" service where a higher quality radio or antenna is typically needed, although our listeners tend to be very devoted and willing to invest in such receiving equipment. Dark grey lines are highways, light grey lines are streets.



UNDERWRITING vs. ADVERTISING

Is underwriting the same thing as advertising? No – and that’s a key difference our listeners appreciate. Good guidelines make for a good message...and a combination of Federal Communications Commission (FCC) and WEOS guidelines for underwriting ensure that the message brought forth is clear, concise, sophisticated and pleasing to the ears of our listeners.

FCC underwriting guidelines dictate that all public radio stations must use underwriting language that follows these rules:

1. **No Calls to Action:** “Call now!” “Come on down!” or phrases inducing people to buy products are prohibited.
2. **No Price Information:** Any mentions of price, discounts or sale information.
3. **No Superlatives or Promotional Language:** “It’s the best,” “Most reliable,” or other qualitative descriptors, either positive or negative.
4. **No Inducements to Buy, Sell or Lease.**

The “design” of underwriting is to publicly acknowledge our underwriters and provide a brief description of location, services, notable business anniversary or relocation information...also contact information such as phone number and web sites. Also permissible are slogans that are used as a standard, traditional portion of the business’s marketing mix, although they must not violate the aforementioned FCC & WEOS regulations.

The underwriting credit script must fit within a 15 – 20 second time frame.

So that your message doesn’t get lost in the shuffle of “commercial” radio chatter, a maximum of three underwriting credits are scheduled in most available program breaks. Each credit spot is sold separately.

WEOS Underwriting Guidelines for Most Programs:

1. The name of the business shall appear at least once in the underwriting credit, no more than twice.
2. Phone number may be included.
3. Web site information may be included. As a cost-free service, we will also provide a direct link from our Current Underwriters list to the web sites of our underwriters.
4. Other than accepted slogans, words such as “you”, “your”, “our” and “we” are not permitted as part of underwriting language; it suggests a personal statement on behalf of the station.
5. WEOS will comply, without exception¹, with all FCC underwriting guidelines.

All sports underwriting is 30 seconds in length.

¹ Please note: non-profit entities may underwrite with promotional language, within WEOS standards and at our discretion.