

89.7 NPR News Underwriting Rates

Spending levels based on volume spending with 12-month maximum. Purchase both multiple WOSU platforms and receive an additional 5% discount.

Specific Dayparts

Mon-Fri	Daypart	Rate/Spot	\$5,000- \$9,999	\$10,000- \$19,999	\$20,000+
5A - 10A	Morning Drive				
10A - 3P	Mid-day				
3P - 7P	Afternoon Drive				
7P - 12Mid	Evening				
Sat-Sun					
6A - 10A	Morning Drive				
10A - 3P	Mid-day				
3P - 7P	Afternoon Drive				
7P - 12Mid	Evening				

Rotation Plans

4 Part Plan – Total Day	Rate/Spot	\$5,000- \$9,999	\$10,000- \$19,999	\$20,000+
Mon-Fri: Rotate evenly through 4 dayparts, 5AM – 12 Mid				
Mon-Sun: Rotate evenly through 4 dayparts, 5AM – 12 Mid				
3 Part Plan – Prime Time				
Mon-Fri: Rotate evenly through 3 dayparts, 5AM – 7PM				
Mon-Sun: Rotate evenly through 3 dayparts, 5AM – 7PM				

Note: 89.7 is a nonprofit radio station. Your underwriting contribution may be funded from your advertising, public relations or charitable contributions budget. Unavailable inventory will be made up in dayparts of equal or greater value.