

## What is Underwriting?

**WORT** is a non-commercial community radio station supported by contributions and not by advertising. When you make a business contribution, your support is acknowledged on air; this is called underwriting.

### Why Underwrite at WORT?

**WORT** reaches over 30,000 listeners in southern Wisconsin and northern Illinois.

Underwriting will enhance your image as a participant in and supporter of the community.

**WORT** is a non-profit station which means your underwriting support is tax-deductible.

Any donation includes a printed mention in WORT's quarterly newsletter, *The Radio Pilot*. Donors are also listed on our website's Underwriter's Page.

## Rate Chart

number of mentions	cost per mention	total cost	pre-pay 10% discount
5-13	\$35	\$175-455	\$158+
14-25	\$30	\$390-750	\$351+
26-51	\$25	\$650-1275	\$585+
52-103	\$21	\$1092-2163	\$983+
104-155	\$18	\$1872-2790	\$1685+
156-208	\$15	\$2340-3120	\$2106+
209+	\$12	\$2496+	\$2246+

The rate for our fellow non-profits is always \$12 per mention.

### Underwriting Acknowledgements may Include:

- Business/organization name
- Address, phone number and/or website
- Listing and value-neutral description of up to 3 products and/or services
- Business/organization's special event info: date, time, location, and description
- Established, non-promotional business slogan

Underwriting acknowledgements must be 20 seconds or less in length. Underwriting acknowledgements **may not include** references to sales or prices; inducements; incentives; calls to action ("go to...", "come on out..."); comparative language (better, best, more complete); quantitative language (most, largest, complete); or qualitative language (great, excellent, awesome).

The station will work directly with you to compose the message that listeners will hear, and to choose the times and programs on which it will air.

### Sample Acknowledgments:

**Retailer:** Support for this program is provided by WORT's listener-sponsors and Spex Eyewear, bringing you an eyewear selection with styles by L.A. Eyeworks, Prodesign, and Saki. Spex Eyewear, open Monday through Saturday from 9:30 to 5:30, downtown Madison at 440 State Street.

**Concert:** WORT thanks its listener-sponsors and The Madison Symphony Orchestra, presenting British pianist Stephen Hough, performing Schubert's *Unfinished Symphony* and Stravinsky's *Firebird Suite*. May 5th, 6th, and 7th in Overture Hall. Tickets and Information at Madison Symphony dot org.

**Non-profit Community Event:** WORT thanks its listener-sponsors and the Monroe Street Festival, Monroe Street Merchants Association's annual street sale and neighborhood celebration, with entertainment and children's activities. This year's festival will take place on Saturday, September 13 from 10am to 5pm. More information is available at monroestreetfestival dot com.

## Current WORT Underwriters Include:

- 5Nines Data
- \* Avant Gardening
- \* Budget Bicycle Center
- \* Community Pharmacy
- \* Crystal Corner Bar
- Festival Choir of Madison
- Frank Productions
- Greater State Street Business Association
- \* Heartland Credit Union
- High Noon Saloon
- \* Just Coffee
- \* La Comunidad Newspaper
- Madison Concert Handbells
- \* Madison Symphony Orchestra
- \* Maximum Ink Music Magazine
- Midwest Renewable Energy Association
- \* Mildred's Sandwich Shop
- Mother Nature's Diaper Service
- \* Netphoria
- \* Overture Center for the Arts
- Our Lives Magazine
- \* Rainbow Bookstore Cooperative
- ResTech Services
- Stage Q
- \* Supreme Pizza
- \* Union Cab of Madison
- UW Arts Institute
- Williamson Bicycle Works
- \* Willy Street Coop
  
- \* These businesses and organizations have been participating in WORT's underwriting program for over 5 years.

### TO BECOME A BUSINESS UNDERWRITER:

Contact WORT's Business and Foundation Development Director:

busdev@wort-fm.org or (608) 256-2001

WORT-FM, 118 S. Bedford St., Madison WI 53703