

# WYSU COVERAGE AREA



Contact the WYSU-FM Development Department at 330-941-3363 or [underwriting@wysu.org](mailto:underwriting@wysu.org) to make 88.5 FM WYSU an integral part of your marketing plan today.



YOUNGSTOWN  
STATE UNIVERSITY



# PACKAGE RATES

*WYSU-FM is non-commercial, listener-supported public radio, committed to being our community's leading source for trusted, in-depth news; engaging conversation; and music that stimulates the mind and spirit.*

*WYSU's three underwriting packages provide program sponsors with the best value, and also ensure that their message will reach a broad and diverse audience.*



## Total Audience Package

Spots divided equally among day parts.

Spots per Week	1 - 13 Week Flight	14 - 26 Week Flight	27 - 52 Week Flight
<b>10 spots per week</b>	\$155.30 per week (\$184 weekly value)	\$138.50 per week (\$166 weekly value)	\$124.95 per week (\$152 weekly value)
<b>20 spots per week</b>	\$299.50 per week (\$368 weekly value)	\$267.50 per week (\$332 weekly value)	\$241.50 per week (\$304 weekly value)

*Rates, times, and packages are subject to change and availability.*

## News - Executive Decision Maker Package

- **12 Spots per Week**  
5 spots Monday through Friday, Morning Edition  
5 spots Monday through Friday, All Things Considered  
2 spots on the weekend  
(Morning Edition / All Things Considered)
- **1 - 13 Week Flight**  
\$228 per week (\$264 weekly value)
- **14 - 26 Week Flight**  
\$216 per week (\$240 weekly value)
- **27 - 52 Week Flight**  
\$204 per week (\$228 weekly value)

## Music - All Classical Music Package

- **12 Spots per Week**  
5 spots Monday through Friday, 9am - 4pm  
5 spots Monday through Thursday, 8pm - 11pm  
2 spots on Sunday, 8:30pm - 11pm
- **1 - 13 Week Flight**  
\$120 per week (\$144 weekly value)
- **14 - 26 Week Flight**  
\$108 per week (\$132 weekly value)
- **27 - 52 Week Flight**  
\$96 per week (\$120 weekly value)