

# Ratecard



## Open Your Mind™

### The Station

**WTSR-FM** is a trend-setting 1500-watt non-commercial radio station located in Mercer County. We broadcast the best and the latest music from independent and local artists, over 20 genres of specialty music, hourly local news, and college sports from our studios at The College of New Jersey. Since 1958, WTSR has promoted community awareness and built excellent relationships with local businesses throughout Mercer County. As we continue to grow and improve, WTSR encourages you to Open Your Mind™ to the opportunities we have to offer.

### The Audience

WTSR's audience consists primarily of young adults between the ages of 16 and 25- the next generation of consumers. The listening audience is affluent, well educated, and evenly balanced between males and females.

### What is Underwriting?

Underwriting donor announcements are available on individual shows or in entire formats. An Underwriting Donor Announcement is a factual account of the product or service offered by the donor with appropriate contact numbers and information. There cannot be any "call to action" prompting the listener to buy, call or participate in any way. Simply stated, the script contains "just the facts" and no opinion. It is produced to client specifications by WTSR with voice and music beds and will generally air weekdays from the hours of 8:00 AM to 5:00 PM. Underwriting is tax-deductible.

### Rates

The rate for a spot on WTSR is \$10. If 40 spots are placed on WTSR within a 30 day period, the cost for the 40 spots is only \$299 and your business receives a banner advertisement\* on our website for 30 days at no extra charge.

**For more information about rates, times, and conditions contact**

**Grants and Funding Director Meghan Condran**

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**Email: [funding@wtsr.org](mailto:funding@wtsr.org)**

**[www.wtsr.org](http://www.wtsr.org)**

***\*Offer valid for First Time Underwriters Only. Banners must be in GIF format and sized at 350 pixels by 50 pixels. Extra \$25 charge to have WTSR create your banner for you.***