



Underwriting?

Underwriting is a non-commercial acknowledgement of a donor or sponsor on air with written rules by the Federal Communications Commission (FCC).

What's Allowed?

- ✓ Name of business/brief description
- ✓ Phone Number/Website
- ✓ Address
- ✓ Hours of Operation
- ✓ List of products and description of products and services
- ✓ Brand Name of products (3 Max)
- ✓ Products or Services offered or sold (3 Max)

What's Not Allowed?

- Calls to Action
- Pricing Information
- Expression of viewpoints
- Comparisons

What is WRFU?

WRFU is a community radio station that broadcasts in Urbana, Illinois and surrounding areas. WRFU began in November of 2005 and strives to carry on the traditions of community radio's early founders and enthusiasts.

WRFU's programming features an eclectic mix of talk and music chosen by volunteer members of WRFU.

Underwriting Rates:

15 second spots
Played 7 days per week
Minimum of 2 plays per day

- Weekly: \$10
- Monthly: \$35
- Yearly: \$400

Advantages of Underwriting

In addition to exposure, underwriting tends to stand out. It is a great way to show support within the community, which creates a positive image for you. Also, underwriting is a cheaper way to get your acknowledgment out there rather than paying for costly advertising. Underwriting is a more unique way to show exposure to your service or product rather than through a normal boring advertisement. A wide variety of individuals will be listening to your message. Our audience is all different ages and ethnicities. With your support, we can continue to grow and flourish as a community radio station.

Contact Us:

WRFU
202 S. Broadway Ave.
Urbana, IL 61801

E-mail: wrfumanager@ucimc.org

Streaming Online: wrfu.net