



UNDERWRITE A PROGRAM

What Does WRBH Underwriting Include?

- Professionally crafted 15 or 30 second message aired at the beginning and end of a program and on all replays of that program
- Digital version of the message if requested for social media sharing
- Your logo displayed prominently on WRBH.org
- A "welcome" mention in our monthly newsletter
- Your company cross-promoted across social media channels
- Studio tours for you and your organization
- WRBH support stickers...because who doesn't love stickers

IT'S EASY!

You've probably heard it before. It's the businesses that are responsible for bringing you great content.

When you choose to underwrite programming for WRBH 88.3 FM, you can write your own message or have our team work with you to create an outstanding announcement that gets results while adhering to the FCC guidelines for public radio. Underwriting announcements may be 15 or 30 seconds in length and typically precede AND follow a program.

How Much to Underwrite?

Newspaper of the Air – \$250/month
 The Wall Street Journal – \$250/month
 All Other Shows – \$200/month
 (i.e., New Yorker, City Business, Music Rewind)

The Times Picayune is available to be sponsored Mon., Fri. Sat. & Sun.

The Wall Street Journal is available to be sponsored on Wed. & Fri.



CONTACT US

- Volunteer
- Support
- Underwrite

WRBH Reading Radio
 3606 Magazine Street
 New Orleans, Louisiana 70115

p: 504-899-1144 | f: 504-899-1165
 listen@WRBH.org

HERE'S AN EXAMPLE:

"This edition of the Newspaper of the air is brought to you by Villere and Company, a 100 year old family firm with deep New Orleans roots. With more than onemillion dollars under management, Villere offers investment advisory services to high net-worth individuals and operates an independent mutual fund. Learn more at Villere.com or by calling 877-Villere."