

WRLR 98.3 FM
Round Lake Radio
P.O. Box 98, Round Lake, IL
60073-0098



Underwrite on WRLR

Be a Recognized Supporter of Your Local Community Radio!

Round Lake Radio is seeking underwriters that is, local businesses or individuals that provide tax-deductible contributions to the station in return for on-air acknowledgments (called "spots"). Contributions support the complete build out of our studios and day-to-day operations of the station, as well as funding future broadcast equipment upgrades and expanded programming. Round Lake Radio is a dynamic, listener-supported, volunteer-run, nonprofit, noncommercial FM radio station dedicated to serving the greater Round Lake area and western Lake County. WRLR goals are to communicate the community's vibrant cultural, artistic, educational, civic, and business interests by offering stimulating and diverse locally generated programming. WRLR is on the air 24/7!

Please review the accompanying Underwriting Rate sheet and agreement - If you have any questions, call or email us: [847-546-WRLR \(9757\)](tel:847-546-WRLR) or underwriting@wrlr.fm - Visit our web site, www.WRLR.FM to learn more about us.

Benefits of Underwriting: Underwriting on WRLR will allow your business to be recognized on the air as a supporter of Round Lake Radio as our signal reaches out to more than 90,000 potential listeners in our broadcast area. Our listeners are a diverse group of people, many of whom specifically patronize local businesses and support companies with a similar commitment to the community.

Some Current Underwriters: Lakewood Homes; The Home Depot; Ashley Furniture; Magee, Nagele & Associates, Round Lake Area Park District; Village of Round Lake; Village of Round Lake Beach; Village of Round Lake Heights; Royal Banquets, to name a few.

WRLR 98.3 FM
The Voice of
Western Lake County

Serving the communities of

Fox Lake
Grayslake
Hainesville
Ingleside
Lake Villa
Lindenhurst
Long Lake
Round Lake
Round Lake Beach
Round Lake Heights
Round Lake Park

WRLR 98.3 FM is a 501(c)(3) nonprofit organization. Your contribution is tax deductible.



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Underwriting Rates

Effective April 1, 2005

WRLR 98.3 FM has designed its underwriting rates to be flexible to your needs. The station will work with you to put together a customized underwriting package, with your spot read daily, multiple times per day, weekly or however you choose to set it up. You may also want to take advantage of underwriting specific programs.

Prime Rate - 6:00 a.m. to 12:00 a.m.	
30	100 spots \$6 each
101	200 spots \$5 each
201+	spots \$4 each
Non-Prime Rate -12:01 a.m. to 5:59 a.m.	
30+	underwriting spots \$3 each

All Contracts: 10% discount available for full prepayment. A monthly billing option is available for contracts over \$100 / month. First month must be paid up-front.

Guidelines

"Underwriting spots will be read at the top of the hour at various times of day, unless a specific show is requested.

"Each block of underwriting spots must be used within one year of purchase date

"Underwriting spots begin with *Programming on Round Lake Radio is supported by our listeners, as well as by* or some familiar language. Following this phrase, underwriters may provide text up to 20 words long. WRLR reserves the right to edit any, and all content to meet FCC guidelines

"A maximum of four underwriting spots per day can be purchased.

Content

WRLR is a commercial-free radio station, and therefore, must adhere to Federal Communications Commission (FCC) guidelines for permissible underwriting spots. FCC rules do not permit calls to action; inducements to buy, sell or lease; opinions or views; price information; promotions; comparative or qualitative verbiage; or support or opposition to any political candidate. Your spot may include no more than approximately 20 words describing the type of business and its location or address, telephone number, web address, brand or trade name of the product or service, value-neutral description of the product or service, historical information, logogram or non-promotional slogan. WRLR can create or suggest a spot for you just ask!

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Sample Underwriting Spots

- * "Programming on Round Lake Radio is supported by our listeners, as well as by Ashley Furniture - providing furniture for every room in your home. Ashley is located at 1020 West Rollins Road in Round Lake Beach. Their hours are Monday to Friday 10 AM to 8 PM, Saturdays 10 AM to 6 PM and Sundays 12 Noon to 5 PM. Ashley's Furniture telephone is 847-546-7787".
- * "This program is made possible by major underwriting from Lakewood Homes. Lakewood Homes is a Founding Sponsor. They are the builder of Lakewood Grove development in Round Lake. More information about Lakewood can be found on their website: Lakewoodhomes.com."

Sample Packages

Not sure how to setup your underwriting package? Below are some sample underwriting programs. We are also happy to suggest a program that works for your business and budget.

Daily Spots (Prime)

Great for local businesses that want to show their community support with a regular on-air presence on WRLR! You might consider purchasing multiple spots per day as a new business or if promoting a new service/product.

One 15 second spot per day for 26 weeks

182 spots x \$5 ea. = \$910

Prepaid (10% discount, save \$91) = \$819 or Monthly = \$152 / month

Two 15 second spots per day for 26 weeks

364 spots x \$4 ea. = \$1,456

Prepaid (10% discount, save \$145) = \$1,311 or Monthly = \$243 / month

Program Sponsorship (Prime)

Show your support for a specific style of music or programming. Consider underwriting during a daily show (Monday through Friday) or weekly show (once a week). Refer to our current program schedule for ideas!

Five 15 second spots weekly (M F) during a specific show for 24 weeks

120 spots x \$5 each = \$600

Prepaid (10% discount, save \$60) = \$540 or Monthly = \$120 / month

One 15 second spot during a once-weekly show for 30 weeks.

30 spots x \$6.00 each. = \$180

Prepaid (10% discount, save \$18) = \$162

Late Night Underwriting (Non-Prime)

Do your customers like to stay up late? Our late-night shift rates get your business acknowledged on the air when the night owls are listening, 12 midnight to 6 a.m.!

One 15 second spot per night (12 a.m. to 6 a.m.) for 26 weeks

182 spots x \$3 ea. = \$546

Prepaid (10% discount, save \$54) = \$328 or Monthly = \$61 / month

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Service Area

