



Underwriting Partnership Opportunities 2019-2020



WLOY is a student run, non-commercial radio station. Established in 2003, WLOY provides exciting programming to devoted listeners on Loyola University's campus as well as throughout the greater Baltimore Community. WLOY is in operation 365 days a year, 24 hours a day.

Why Advertise on Internet Radio?

- Listeners are just one click away from potential online advertisements
- Advertisements appear online, making the website easy for potential consumers to navigate
- Web Listeners are a highly active group of consumers with an above average level of purchase intention
- A permanent side bar makes your business always visible to consumers
- A high volume of users on the Listen page and new RadioFX app

Online Audience By the Numbers

- The average listener is connected to our website for more than 90 minutes
- More than 2 pages are viewed per visit to our website
- High growth rate of our website users are new visitors
- Our Listen Now! Page is the most trafficked of all the pages on our website
- Our new streaming app RadioFX is growing rapidly in use

Why WLOY?

- Our listeners are affluent and have disposable income
- An excellent way to find new business
- Award winning station with national recognition
- Explore Baltimore feature helps promote local businesses
- Active participants in many music festivals in and around Baltimore including Honfest, Hampdenfest and many more

Demographics

- Because 81% of students live out of state, they are less aware of local businesses. Advertising helps to grow business among new students and even create out of state awareness through student social media
- WLOY reaches 50 states and more than 70 countries across the world
- 62% of Loyola students participate in community service programs, showing a desire to become more involved in the Baltimore community.
- 63% of Loyola students are female, 37% are male



Sponsor Announcement Example

“Programming on WLOY is brought to you in part by Stoneleigh Lanes! Available for parties and special events, Stoneleigh Lanes is a 16 lane bowling house located on York road between Towson University and Northern Parkway. More information is available at stoneleighlanes.com or (410) 377-8115.”

GREEN PACKAGE \$500/semester

- Exclusive sponsorship of 1 show (some restrictions may apply)
- 10 mentions per week between 6pm-12am
- 15 mentions per week between 12am-6pm
- 190px X 383px logo placement on WLOY website
- Upcoming event announcements on website (monthly)
- 2 slides on our cable TV channel
- Mentions on all social media channels
- Use of your products/services in WLOY contests and giveaways
- Option to provide event handouts, menus, etc. at our weekly events
- Optional inclusion in the Loyal Listener Card program

GREY PACKAGE \$250/semester

- 5 mentions per week between 6pm-12am
- 5 mentions per week between 12am-6pm
- 125px X 125px logo placement on WLOY website
- 1 upcoming event announcement on website
- Logo mention on our cable TV channel
- Mentions on all social media channels
- Use of your products/services in WLOY contests and giveaways
- Optional inclusion in the Loyal Listener Card program

Individual Show Package \$100/semester

- Mentions on specific shows of your choice
- Mentions on show specific social media post.
- Logo and link added to show specific web page.
- Combine with Listener Card for a discounted rate of \$125

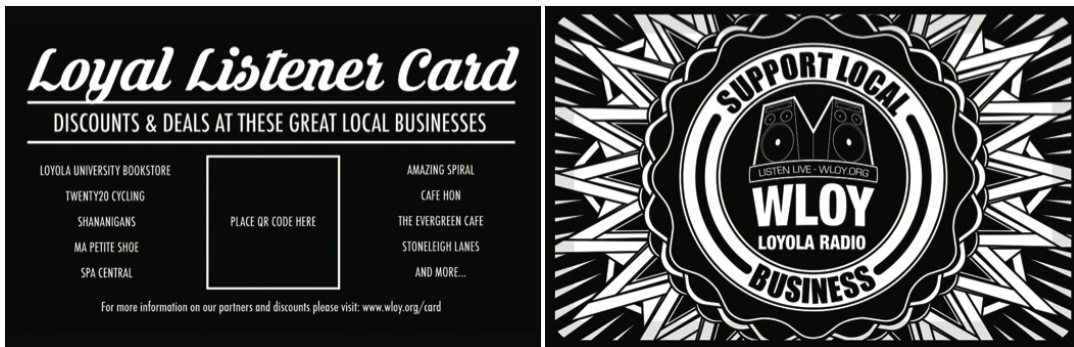


LOYAL LISTENER CARD \$50/year

- 1,500 cards will be printed and distributed to Loyola Students and more!
- Draws customers directly to your business
- Your business will be listed on both the card and the website
- A minimum of 10% offered off of purchases
- Contracts paid by August 25th will be included on the printed cards

We're ready to work with you any time!

Edward Fine
Business Manager
(443) 325-2206
ecfine@loyola.edu



Sample of previous card design for information. New designs are made annually.



Package Sponsorship Contract

Company:	Attention:
Address:	
City/State/Zip:	
Phone:	

Package (circle one): **Green** **Grey** **Show** **Show & Card**

Cost:

Total Net Agreement to WLOY:
Monetary Amount: _____
Total Value of Products and Services: _____

Total Announcements (per week)

Pre-empted Underwriting Policy: Any failure with presenting the Underwriter’s announcements as originally scheduled will not constitute a breach of this contract if any of the following should occur: technical difficulties, national emergencies, governmental restrictions, or any other cause beyond the broadcaster’s control.

The approved station copy of your announcement(s) is due ten (10) business days prior to the schedule start date. If no copy is available, your company name, description, phone number and website address will be used. If this contract correctly states your understanding of the contract terms, please sign as stated below.

At least 60% of the cost of the package must be paid in **monetary value**. Additionally, you can provide the remainder of the balance **plus 10%** in coupons for our contests and giveaways (i.e. gift certificates, tickets).

Sponsor _____ Date _____

WLOY _____ Date _____



Loyal Listener Card Contract

Company:
Address:
City/State/Zip:
Phone:

With this contract _____ agrees to provide a set discount:

To anyone who presents his or her non-expired Loyal Listener Card at the point of purchase.

Restrictions (may not be applied to alcohol or tobacco products):

The Loyal Listener Card will be renewed every year.

In return, WLOY will provide a certificate of membership, which we encourage you to display at your business location. Businesses participating in the Loyal Listener Card are eligible for free on-air mentions and as well as free business displays on WLOY's website, www.wloy.org.

If this contract correctly states your understanding of the contract terms, please sign at the stated below.

Client: _____ **Date:** _____

WLOY: _____ **Date:** _____