



Show your support for community radio in Arlington! WERA offers a unique opportunity for individuals, businesses, and organizations to elevate their community profile by supporting this dynamic, popular, and truly local radio station. In exchange for tax-deductible contributions, WERA underwriters receive customized, professionally produced, on-air acknowledgements broadcast on 96.7FM, during selected time frames throughout the day.

**WERA Underwriting Rates**

**Level A - 5 prime-time underwriting acknowledgements daily (7am – 10am or 4pm – 7pm)**

1 year \$ 5,000.00 (1,825 total acknowledgements = \$2.74 per)  
 90 Days \$ 1,375.00 (450 total acknowledgements = \$3.06 per)  
 30 Days \$ 500.00 (150 total acknowledgements = \$3.33 per)

**Level B – 3 mid-day or evening acknowledgements daily (10am – 4pm or 7pm – 12mid)**

1 year \$ 4,000.00 (1,095 total acknowledgements = \$3.65 per)  
 90 days \$ 1,100.00 (270 total acknowledgements = \$4.07 per)  
 30 days \$ 400.00 (90 total acknowledgements = \$4.44 per)

**Level C – 3 late night acknowledgements daily (12mid – 7am)**

1 year \$ 3,200.00 (1,095 total acknowledgements = \$2.92 per)  
 90 days \$ 880.00 (270 total acknowledgements = \$3.26 per)  
 30 days \$ 320.00 (90 total acknowledgements = \$3.56 per)

**WERA Program Specific Sponsorship Rates**

WERA also offers the opportunity for individuals, businesses and organizations to sponsor specific programs, or groups of programs, heard on WERA – 96.7FM. In exchange for tax-deductible contributions, program sponsors receive customized, professionally produced, on-air acknowledgements, broadcast two times during each specified program.

	<b>1 Program</b>	<b>5 Programs</b>	<b>10 Programs</b>
<b>1/4 Year 13 weeks</b>	\$130.00 (26 acknowledgements/ \$5.00 each)	\$585.00 (130 acknowledgements/ \$4.50 each)	\$1,040.00 (260 acknowledgements/ \$4.00 each)
<b>1/2 Year 26 weeks</b>	\$234.00 (52 acknowledgements/ \$4.50 each)	\$1,040.00 (260 acknowledgements/ \$4.00 each)	\$1,820.00 (520 acknowledgements/ \$3.50 each)
<b>1 year 52 weeks</b>	\$416.00 (104 acknowledgements/ \$4.00 each)	\$1,820.00 (520 acknowledgements/ \$3.50 each)	\$3,120.00 (1,040 acknowledgements/ \$3.00 each)

The WERA broadcast area reaches all of Arlington, as well as much of DC, Falls Church and Alexandria. WERA’s broadcast signal reaches over 700,000 area residents. In addition, the station is streamed live on WERA.fm, and is available on the TuneIn radio app.

For more information about promotional opportunities on WERA, contact Robert Winship at 703-524-2388 or robert@arlingtonmedia.org.