

The Benefits of Business Underwriting

Announcements on **WJFF Radio Catskill** can enhance your visibility in the region:

- Brand your business as a part of this amazing community.
- Reach year round and seasonal residents.
- Connect with an engaged audience that actively listens.
- Bring your business in touch with high quality syndicated programs from **NPR, Pacifica**, the **BBC** and other national sources.
- Engage audiences for beloved locally produced programs like **Set It Off, Ballads and Banjos, Catskill Character, Radio Chatskill** and many more.
- Demonstrate support for your community public radio station, **WJFF Radio Catskill**.



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Radio Catskill Means Business

It's **easy** to connect your product or service with an **engaged audience** that actively **listens** and **reponds**.

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Underwriting Is Easy

Your business benefits by supporting WJFF Radio Catskill

WANT TO REACH A WELL-EDUCATED audience that cares about the Catskills and Northeast Pennsylvania? Want to put your organization's name alongside your favorite **local** and **national public radio programs**? **Business Underwriting** on WJFF Radio Catskill does all this and much more.

WJFF covers all of Sullivan County and parts of Ulster, Orange and Delaware counties; in Northeastern Pennsylvania, WJFF reaches into Wayne and Pike counties. We also stream our signal online through our website and the WJFF mobile app, reaching many more people outside our listening area who wish to stay connected.

A quarter of WJFF members have addresses in New York City – a strong showing of support from seasonal residents along with those here all year 'round.

Business Underwriting

Easy ways to reach informed listeners:

■ Annual Contracts

Term: 1 year/52 weeks, same time/day each week

Fee: First hour (2 announcements per hour for 104 total), \$500; second and third hours, discounted to \$250 each (\$1,000 = 3 hours of



underwriting per week or 312 total per year).

■ Seasonal Contracts

Term: 6 months/26 weeks, same time/day each week

Fee: \$250 per hour (52 announcements). No discounts for additional hours.

■ Other Options

Want 4 hours or more? Call or email the station to discuss a custom contract.

How underwriting works

Underwriting announcements occur at the top and bottom of the hour, currently with no more than **2 underwriters per hour**.

Compare this to commercial radio where an ad is often lost within an average of **22 minutes of commercials** in a single hour. On WJFF, your announcement stands out, is more likely to be remembered and demonstrates that your business supports this important community resource.

Announcement guidelines

As per FCC regulations, **WJFF's Business Underwriting** announcements are strictly formatted and contain:

- **Your business/organization name**
- **A short description of your service (no calls to action or superlatives)**
- **Your website address**

Announcements are subject to approval by the station's Program Director. WJFF pre-records all Business Underwriting announcements, ensuring that they are always read correctly.

Business Underwriting is considered a fee for service, rather than a donation. As a business or organization, make it a part of your marketing budget.

Learn more

For more information, call the WJFF's general manager at **845-482-4141**, or email underwriting@wjffradio.org.

Underwriting is easy on WJFF Radio Catskill. Do it today!