



Show your support for community based 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 during specified time frames on 96.7FM.

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 individual programs, or groups of programs, through program-specific sponsorships. In exchange for tax-deductible contributions, program sponsors receive customized, professionally produced, on-air acknowledgements broadcast two times during each specified program.

	1 Program	5 Programs	10 programs
¼ Year 13 weeks	\$130.00 (26 acknowledgements/ \$5.00 each)	\$585.00 (130 acknowledgements/ \$4.50 each)	\$1,040.00 (260 acknowledgements/ \$4.00 each)
½ Year 26 weeks	\$234.00 (52 acknowledgements/ \$4.50 each)	\$1,040.00 (260 acknowledgements/ \$4.00 each)	\$1,820.00 (520 acknowledgements/ \$3.50 each)
1 year 52 weeks	\$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 more than 700,000 area residents. In addition, the station is streamed live on www.wera.fm and is available on the TuneIn radio app.

For more information about promotional opportunities on WERA, contact Executive Director Paul LeValley at 703-524-2388.