



## **Get your business heard on 89.5 WJMU!**

Millikin University's radio station, 89.5 WJMU "The Quad", is heard throughout Decatur and its surrounding areas. The station is always looking for sponsors to support programming through underwriting. Your business can promote itself effectively through WJMU's popular music and sports format. Underwriting is an alternative to advertising with WJMU, a non-commercial radio station.

### **Benefits to Underwriting**

Announcements are unobtrusive and WJMU does not cluster five or six of them into a four-minute break like a regular commercial interruption. Your message stands alone - it does not have to compete for the listener's attention. It's inexpensive. **Underwriting support to WJMU is tax-deductible!** You'll be assisting WJMU to continue its popular community-oriented programming with your contribution.

### **Sponsoring Rates**

Your potential customers can hear your radio spot during a Millikin football or basketball game or during our popular music programs. Here are some options:

#### *Announcement Units*