



WAIF - 88.3 FM

Bringing Diverse Radio Viewpoints to Greater Cincinnati since 1975

WAIF Program Underwriting Contract and Rates

THANK YOU VERY MUCH for underwriting a program at WAIF-FM! Your support enables us to continue broadcasting our fine programming - *and spread word of your business* - to the entire Greater Cincinnati area and throughout the world via our live internet stream!

How Underwriting at WAIF Works:

In exchange for the underwriting fee, a WAIF programmer may “Mention” the underwriter's business on the air or play a recorded Mention.

We recommend your Mention run at least 20 seconds and may run up to a maximum of 45 seconds. You may submit the Mention yourself, work with the programmer you are underwriting or have that programmer write the Mention.

About Your Business's On-Air “Mentions”:

Simply stated, underwriting Mentions may “inform” but not “promote”.

- Your Mention **may** contain factual information such as your name, business names, general locations, address, phone number, website address, etc., and information about the product or services you provide.

- Your Mention **must not** contain prices, charges or rates, nor statements as to the quality, convenience, uniqueness or other qualitative aspects of your business. Your Mention **must also not** contain “calls to action”, such as “Come see us now!”

WAIF reserves the right to accept/modify/reject *any* written or recorded Mentions in order to be compliant with FCC regulations.

With your completed contract, please attach either the text to be read on-air or the script or actual copy of the recorded Mention.

WAIF Underwriting Rates:

WAIF underwriting rates vary depending upon the show with a charge for each Mention. There is no minimum or maximum to the number of Mentions. Contact the programmer for the show you would like to underwrite to find out the rate for that particular show.

However, since **ALL** Mentions **MUST** be paid for in advance, a specific schedule should be developed. While a schedule would have no precise requirements, it should include for example:

- # of Mentions per show (Once or twice per hour? One or more hours per show?)
- frequency (Every show? Every other week? Specific weeks during month? Once a month?)
- how long the schedule will run (One month? Six Months? One year?)

With the schedule of Mentions agreed upon by the underwriter and programmer, simply multiply the number of Mentions by the rate to determine the fee for this particular contract!

Once again – thank you very much for Underwriting a program at WAIF-88.3 FM!!



WAIF Underwriting Contract

Underwriter Information: Business Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Contact Name: _____ Contact Phone: _____ Contact Email: _____	Programmer Information: Program: _____ Prgrm Day: _____ Prgrm Hrs: _____ Programmer: _____ Prgrmr Phone: _____ Prgrmr Email: _____
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Script of Underwriter's Mention to be Read On-Air (or attach on separate sheet):

WAIF reserves the right to accept/modify/reject *any* written or recorded Mentions in order to be compliant with FCC regulations and WAIF policies.

Specify how often this Mention is read per hour, how many hours, how many weeks, months, etc. Calculate the total # of Mentions for this contract:

Total # of Mentions: _____ x \$rate per mention = Total Cost of this Contract: _____

Underwriter Signature: _____	Programmer Signature: _____
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WAIF Underwriting Coordinator Verify:

- Payment Received: _____
- Copy of Mention Received, Approved and Attached: _____

WAIF Underwriting Coordinator Signature: _____

WAIF – 88.3FM
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