



A COST-EFFECTIVE ALTERNATIVE TO COMMERCIAL ADVERTISING

WHO IS WTSQ?

- Non-profit radio: covers local events, news, and unique music in Charleston & Kanawha Valley.
- Established in 2015, consistently ranked top 2/3 among local stations, voted Top 3 in WV by WV Living Magazine 2022.
- Extensive social media presence with more than 7,400 Facebook followers.
- Broadcasting at 88.1 FM and streaming online at WTSQ.org & WTSQ mobile app

WHO'S LISTENING?

- An average audience of 9,000+ unique weekly listeners in Kanawha & Putnam Counties at 88.1 FM, plus 700+ streaming online.
- Our listeners live in your community. They are individuals who think local, spend local, and regularly tune in for at least five hours each week.
- Listeners with incomes surpassing \$75,000 in Charleston, particularly in the 25314 zip code, lead in weekly listening time, surpassing 7 hours, making it the top area for WTSQ. #1 in Charleston.

WHAT IS UNDERWRITING?

- Underwriting entails on-air acknowledgments from businesses and organizations, each serving as a marketing opportunity to showcase their services and create a lasting impact within the community.
- Exclusively used by non-profit, non-commercial radio stations to comply with federal licensing.
- **A cost-effective alternative to commercial advertising!**

WHY UNDERWRITE WITH US?

- It is an affordable way for you to connect with very dedicated listeners in our community.
- Non-profit status can equate to tax savings for your or your organization.
- Helps WTSQ sustain its operations and continue serving its sizable audience 24/7.
- Detailed ratings are available to capture and track who is listening and for how long.

WHAT ARE MY UNDERWRITING OPTIONS?

- On-air spots can run 24/7 or on specific programs depending on your needs.
- WTSQ utilizes Eastlan to track radio ratings and craft custom underwriting options.
- Refer to the rates & packages listed and email wtsq@strongrapport.com or call (304)-549-6277 to discuss your options.



**THE COMMUNITY WAY TO
MARKET YOUR BUSINESS**

2 EASY AND AFFORDABLE OPTIONS

QUARTERLY PACKAGE RATES

GOLD

\$255

Includes:

- 40 on-air spots per month
- 120 on-air spots per quarter
- 1 custom on-air audio spot
- \$2.13 per spot cost
- NO TAXES, NO ADDITIONAL FEES

Advantages: Low Quarterly Fee

PLATINUM

\$345

Includes:

- 70 on-air spots per month
- 210 on-air spots per quarter
- 2 custom on-air audio spots
- \$1.64 per spot cost
- NO TAXES, NO ADDITION FEES

Advantages: Low Quarterly Fee

TRIPLE PLATINUM

\$450

Includes:

- 110 on-air spots per month
- 330 on-air spots per quarter
- 3 custom on-air audio spots
- \$1.36 per spot cost
- NO TAXES, NO ADDITION FEES

Advantages: Low Quarterly Fee

GOLD

\$800

Includes:

- 50 on-air spots monthly
- 600 on-air spots per year
- 1 custom on-air audio spot
- \$1.33 per spot cost
- NO TAXES, NO ADDITIONAL FEES

Advantages:

- \$220 in savings vs. quarterly rate
- more on-air spots
- Single Payment

PLATINUM

\$1070

Includes:

- 80 on-air spots monthly
- 960 on-air spots per year
- 2 custom on-air audio spots
- \$1.11 per spot cost
- NO TAXES, NO ADDITION FEES

Advantages:

- \$310 in savings vs quarterly rate
- More on air-spots
- Single Payment



TRIPLE PLATINUM

\$1340

Includes:

- 120 on-air spots monthly
- 1440 on-air spots per year
- 3 custom on-air audio spots
- 93¢ per spot cost
- NO TAXES, NO ADDITION FEES

Advantages:

- \$460 in savings vs. quarterly rate
- More on-air spots
- Single Payment

Visit us at:

The Peoples Building
179 Summers St. Suite 712
Charleston WV 25301

Info@WTSQ.org

Ask us about our other bespoke marketing services!

View our Annual Package Rates on Page 3



Contact Angelica Gilleran at (304) 549-6277 or email at WTSQ@strongrapport.com for more info.

SUPPORT LOCAL RADIO!