



WCAA-LP Underwriting Rates

Come In Three Packages:

- Total Underwriting Plan
- Basic Underwriting Plan
- Event Bursts.

Contracts come in 12, 6 and 3-month packages.

WCAA-LP, The Voice is the new community radio station for the Capital District, transmitting to over 150,000 potential listeners on 107.3 FM, and substantially more throughout the 518 area code and beyond via its online streaming services, taking the news, creativity and spirit of Albany global. We are a community-run media project, re-envisioning radio as an innovative platform for local participation with media training for our communities' youth and adults, special events, a news blog, and a local calendar of events. WCAA is a program on the non-profit organization, Grand Street Community Arts.



WCAA-LP UNDERWRITING PLANS

We offer three basic underwriting plans in three basic formats.

TOTAL UNDERWRITING PLAN (avg of 10 spots a week):

- 1-month Package is \$150 for 50 spots at \$3 each; 10% discount if paid at contract.
- 3-month Package is \$300 for 150 spots at \$2; 20% discount if paid at contract.
- 6-month Package is \$450 for 300 spots at \$1.50; 30% discount if paid at contact.

THE BASIC UNDERWRITING PLAN (avg 4 spots a week):

- 1-month Package is \$75 for 20 spots at \$3.75; 5% discount when paid at contract.
- 3-month Package is \$195 for 60 spots at \$3.25; 10% discount when paid at contract.
- 6-month Package is \$330 for 120 spots at \$2.75; 20% discount when paid at contract.

EVENT BURSTS (Bunch'em up for greatest effect):

- Book of 12: \$48 for one week (\$4 a spot)
- Book of 25: \$75. for two weeks (\$3 a spot)
- Larger books of 40 and more at \$2 a spot



GUIDELINES FOR UNDERWRITING ANNOUNCEMENTS

The content of underwriting announcements must comply with FCC regulations, and are crafted cooperatively by WCAA and each underwriter. Announcements cannot exceed 20 seconds, and WCAA reserves the right to accept or decline any announcement.

Underwriting Announcements may include:



- Underwriter's name, location, phone number, website, etc. Factual, value-neutral description of the underwriter's business, product line, etc.
- Identification of services, products or brand names (without using qualitative or comparative language). Slogans or marketing themes that identify (but do not promote) the underwriter.

Announcements may not include:



- Qualitative, comparative or promotional language
- Price information
- Calls-to-action or incentives to buy.
- Viewpoints on public issues or political candidates. Direct relation to program content.

SCRIPT SAMPLES

WCAA-LP underwriting support is provided by Homespun Occasions: old-time square and contra dancing with caller and live fiddle music for special events, community celebrations and school programs. www.dothomespun.biz or 1-800-908-HOME

WCAA-LP underwriting support is provided by Herrington's, a local, family-owned building supply company serving residential home builders, remodeling specialists, and homeowners since 1906. Offering replacement windows, siding and roofing materials. 800-453-111 and at herringtons.com

Event Underwriting: WCAA-LP underwriting support is provided by XYZ Auditorium in Arbor Hill, presenting a night of music with XYZ in concert on January 1 at 8 p.m. Ticket information at abc.org.

Each underwriter will collaborate with a WCAA representative to write an on-air spot. Each underwriting partnership is unique, with credits structured to suit the needs of that particular business. The details of each underwriting relationship will be articulated in a contract signed by all participating entities.

Submit your Application online @ www.wcaa1073.org
Email your application to announcements@wcca1073.org
Drop your application @ **Grand Street Community Arts Center**
68 Grand St, Albany, NY 12202
For more information call us at **(518) 463-2222**





UNDERWRITING CONTRACT

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Date: ___/___/___

Name of Business:	
Business Representative:	
Mailing Address:	
Phone:	Email:
COPY AND 20-SECOND SPOT SCHEDULE:	
Package/Plan:	Total Cost:
Contract Start Date:	Contract End Date:
Copy:	
Program preferences:	
Signature of business representative:	Date: ___/___/___
Signature of WCAA-LP representative:	Date: ___/___/___



PAYMENT INFORMATION

Checks or Money Orders should be made payable to:
Grand Street Community Arts, inc.; for WCAA-LP
68 Grand Street, Albany, NY 12202

CREDIT/DEBIT CARD INFORMATION

Cardholder Name:

Billing Address:

Credit Card Type: ___ Visa ___ Mastercard ___ Discover ___ AmEx

Credit Card Number:

Expiration Date: ___/___

CSC: _____

Signature of business representative:

Date: ___/___/___

Signature of WCAA-LP representative:

Date: ___/___/___

