Why 90FM?

WWSP-90FM is staffed by the students of the University of Wisconsin - Stevens Point, and is the largest student-run radio station in the Midwest. With a 60-mile broadcast radius, 90FM reaches listeners in the Central Wisconsin area ranging from 6 through 77 and would be pleased to build a professional relationship with your business.

2023 - 2024
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UWSP Student Radio
WWSP-90FM
Communications Arts Center
1101 Reserve St. (Room 105)
Stevens Point, 54481

Commercial Donor Announcement:
Since 90FM is a non-commercial radio station, we offer underwriting, not advertising. Underwriting is a cost-effective business strategy, helping promote a business by reaching multi-generational audiences.
General Programming:
6:00am - 6:00pm
1X15 second CDA per week
- Semesterly - $135.00
  - $7.50 per CDA
- Yearly - $355.00
  - $7.10 per CDA

2X15 second CDA per week
- Semesterly - $255.00
  - $7.50 per CDA
- Yearly - $675.00
  - $6.75 per CDA

4X15 second CDA per week
- Semesterly - $448.00
  - $7.00 per CDA
- Yearly - $1380.00
  - $6.90 per CDA

6X15 second CDA per week
- Semesterly - $648.00
  - $6.75 per CDA
- Yearly - $1950.00
  - $6.50 per CDA

Specialty and Jazz:
Night and Weekends
1X15 second CDA per week
- Semesterly - $127.50
  - $8.50 per CDA
- Yearly - $412.50
  - $8.25 per CDA

2X15 second CDA per week
- Semesterly - $264.00
  - $8.25 per CDA
- Yearly - $800.00
  - $8.00 per CDA

3X15 second CDA per week
- Semesterly - $384.00
  - $8.00 per CDA
- Yearly - $1162.50
  - $7.75 per CDA

4X15 second CDA per week
- Semesterly - $496.00
  - $7.75 per CDA
- Yearly - $1500.00
  - $7.50 per CDA

10X15 second CDA per week
- Semesterly - $1200.00
  - $7.50 per CDA
- Yearly - $3500.00
  - $7.00 per CDA

15X15 second CDA per week
- Semesterly - $1620.00
  - $6.75 per CDA
- Yearly - $4875.00
  - $6.50 per CDA

Other Opportunities:
Public Affairs:
Tuesday - Thursday (6:00pm-7:00pm)
- $120 per show (School Year Only)
Sports:
Days and times vary per sport and year
- $350
Specialty Weekends
- Rates vary

*Late Night:
2:00am - 6:00am
7 CDA per week (1 per night)
- $1050.00 (Year)
  - $3.00 per CDA

14 CDA per week (2 per night)
- $1750.00 (Year)
  - $2.50 per CDA

28 CDA per week (4 per night)
- $2800.00 (Year)
  - $2.00 per CDA

*Not available at this time