



WWSP-90FM

WWSP-90FM has been on the air since 1968 and serves the greater Stevens Point and Central Wisconsin area with diverse, alternative music. Because of these diverse music offerings and cross-generational listening audience, 90FM can be tailored to meet your marketing needs.

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.

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.



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



2023 - 2024
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WWSP Student Radio

Underwriting/Marketing
WWSP - 90FM
Student Radio - UWSP

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
 - \$7.10 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

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

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

*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

