

Did you know...

A typical WRBH listener:

- Is 40-75 years old
- Earns over \$50K/year
- Owns a pet
- Dines out once a week
- Has a gym membership

Source: WRBH Listener Survey 2008

Consider these compelling reasons to choose WRBH as a cost-effective way to reach your customer base:

Targeted Audience

Chose the programming on WRBH that is most likely to reach your potential customers!

Lack of Clutter

WRBH airs only one underwriting sponsor every half hour. This sets your message apart!

Positive Opinion of Underwriters

Our listeners are twice as likely to support a business that supports programming on WRBH!

Support for the Blind

Your underwriting not only delivers your message directly to the audience you want to reach but also provides support for the blind and print handicapped.

Ready to get started?

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Reading Radio for the Blind
and Print Handicapped

Underwriting Opportunities 2008

A Wise Investment.

Phone: 504-899-1144

WRBH Underwriting Options and Guidelines

Underwriting Packages

Month-to-Month

Ideal for those new to WRBH or those trying underwriting for the first time.

\$200/month per program

Six Month Subscription

Best for those familiar with the benefits of underwriting and ready to make a commitment.

\$150/month per program

One Year Subscription

Our ultimate value that provides a business with repeated exposure for maximum return over time.

\$120/month per program

Ask about our popular *Wall Street Journal* and *Times-Picayune* underwriting packages!



Underwriting Options

Financial

Wall Street Journal*, Dollars and Sense, City Business

News

Weekly Magazine, Times-Picayune*, Local Publication, Wall Street Journal*, Dollars and Sense, City Business, Public Affairs, World This Week

Mind/Body/Spirit

Healthways, Making a Change, Serenity, Psychology Today, Apothecary, Getting Along, Good Advice

NOLA/Louisiana

Times-Picayune*, Public Affairs, On the Town, Legend Has It, Local Publications, Gambit, New Orleans Magazine, Writer's Forum, Grocery Ads, TV Listings

Entertainment

Behind the Scenes, Soap Opera Digest, Arts, Monthly Magazine, On the Town

Kids/Family

Kiddie, Nitey, Comics, Parenting, Old Time Radio

Hobbies/Topical

Chef Show, Spice Shelf, Pet Talk, Gardening, Travel, Military History, Sports Talk

Cultural/Language

French, Spanish, Vietnamese

* special rates apply

Underwriting Guidelines

Mentions May Include:

- Name of business
- Business location
- Business contact information
- Nature of business
- Products and services offered
- Notice of upcoming events

Mentions May Not Include:

- Any mention of price (even if free)
- Any call to action
- Inducements to buy
- Qualitative or comparative language

We invite you to record your own message at our studio!

Sample Underwriting Message:

This half hour of children's literature brought to you by Maple Street Children's Bookshop, located at 7529 Maple Street, Uptown. Maple Street Children's Bookshop carries New Orleans' largest selection of young adult and children's titles along with books on pregnancy and parenting. Open seven days a week. More information is available at their website: www.maplestreetbookshop.com