



3240 Friars Point Road Clarksdale, MS | (662) 627-2571 | www.coahomacc.edu

WCQC Underwriting Rate Card

WCQC is dedicated to bringing you music, programs, & event announcements to help educate, entertain, and empower our community. For your gift, we will support your business/organization missions and goals on-air & online and let our listeners know of your generosity.

Traditional Underwriting Messages (per message):

You can show your support with a gift of \$7.50. For every \$7.50 you give, we'll support your business or organization on the air with an underwriting message. Or, if you want help us stay on the air longer, you can support us long term by choosing one of packages below. Each package can be utilized monthly or any time-period less than a month. Messages will be aired daily throughout the day.

Traditional Underwriting Packages (15 second announcements):

These messages mention the name of your business/organization, address, phone number, website/social media and 1-2 products and services offered (time permitting).

Gift	Amount of Messages	Gift	Amount of Messages
\$500.00	300	\$250.00	150
\$450.00	270	\$200.00	120
\$400.00	240	\$150.00	90
\$350.00	210	\$100.00	60
\$300.00	180	\$50.00	30

Traditional Underwriting Packages (30 second announcements):

These messages will include everything in the 15 second announcements plus 1-2 additional products/services offered. These messages may also feature length of time in business, slogan/motto/mission, or events sponsored.

Gift	Amount of Messages	Gift	Amount of Messages
\$1000.00	300	\$500.00	150
\$900.00	270	\$400.00	120
\$800.00	240	\$300.00	90
\$700.00	210	\$200.00	60
\$600.00	180	\$100.00	30

Please Note:

As a noncommercial educational radio station, announcements are not allowed to feature calls to action (stop by/visit/etc.), mentions of prices, or comparative/qualitative statements.