



WODU Radio has two ways to listens. We broadcast online at www.woduradio.com and also on Old Dominion campus cable channel 51. Both are twenty-four hours a day, 7 days a week.

Because of our wide-scaled genres of music, our audience is unlimited. We feature music ranging from Hip-hop and R&B to Metal, Soft Rock, and Gospel. Our goal is to entertain all crowds with the best music that can possibly be offered. We also feature student concerned talk shows and live ODU sports broadcasting.

Our purpose is to keep Old Dominion University students and surrounding community entertained and current. In doing so, we would also like to help your business advertise through us.

There are many ways to advertise with WODU Radio:

- 1 Pre-recorded audio underwriting
- 2 Pre-recorded video underwriting
- 3 Slide-show ads
- 4 Custom Recorded commercial using WODU Personalities

Stopsets are at 20 after the hour and 40 after the hour.

Pre-recorded & custom audio underwriting

Because WODU Radio is a non-commercial college radio station, we advertise using underwriting. Underwriting is much like commercials but it only allows us to mention the name of the company, its location, and product or service that it provides.

Selecting this option will insure that these qualifications are included each time it is broadcasted with the background music of the company's choice. One or our personalities will vocalize the recording.

Rate	15-30 Seconds	40 plays a week (Minimum)	\$45 a week	\$500 per semester (15 weeks)*
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Pre-recorded video underwriting

Selecting this option will insure that all the qualifications are met with the background music of the company's choice, along with a visual of the business. The visual could include a sign, logo, or employee(s) belonging to the company. With this option, the company can choose to film the video themselves or have WODU Radio film it. The video could feature audio by a WODU Radio personality with clips of the business, or audio and clips from the company.

WODU Radio filming is \$50.

Rate	15-25 seconds	35 plays a week	\$50 a week	\$600 per semester (15 weeks)*
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Slide-show ads & Web-Page Banners

Selecting this option will allow your company to visually advertise with our company. Because WODU Radio is operated and ran by Old Dominion University students, it is impossible to continue a show 24-hour show schedule.

Over night, from 11 PM to 8 AM, we play continuous music to entertain late night listeners. To keep our TV viewers enthused, we run a slide show of all the current happenings around campus and the community as well as advertisements of local businesses. We change the slide show on a weekly basis.

The station's continuous play is for nine straight hours, witch allows each ad to be viewed an unlimited and uncountable amount of times. If for some reason we re-air an audio of a previously recorded show, the current slide show for the week will be ran during that time.

Ads could either be designed by WODU Radio or designed by the company. Flyers are acceptable.

WODU Radio graphic design service is \$30.

We also offer web page banners that can be displayed on our website that would provide a direct link to your web- page.

Rate	5-10 seconds viewing time	\$40 a week	\$500 per semester (15 weeks)*
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- If your company chooses the semester rate, you have the option to change your recording/ad up to (3) three times a semester. Filming/design fees will be charged for every use during the semester option.



Underwriting Request Form

Name of Company: _____

Name of Contact: _____

Address: _____

Telephone Number: _____ Type of number: _____

Publicity Options: (Complete every question)

Advertisement option: (please check) (1)____ (2)____ (3)____ (4)____

Number of weeks for advertising: _____ Full Semester (please check) _____

WODU Filming or Graphic or Services: (please check) Yes _____ No _____

Print Name

Signature

Date

** Upon completion, contact:

WODU General Manager, Reuben Carrington
(757) 683-3441 (office) / (757) 237-5223 (cell)

Or

WODU Business Manager, Derrick Francis
(757) 683-3441 (office) / (757) 289-0135 (cell)