

STUDENT MEDIA GROUP RATE GUIDE

WESTERN MICHIGAN UNIVERSITY
23-24



WIDR UNDERWRITING ANNOUNCEMENTS

One (1) Announcement \$1/25 min

Details:

Underwriting on 89.1 WIDR-FM is an excellent opportunity for an organization or business to spread awareness to our listeners and show support of student media at WMU.

WIDR App Banner 1242 x 180 px
\$50/month



WESTERN HERALD PRINT ADS

1/4 Page (5"x4.8") \$100

1/2 Page (9.75"x4.8") \$150

Full Page (9.75"x10") \$300

PRINT SCHEDULE

8/29	9/11	9/25	10/9	10/16	10/30
11/13	12/4	12/11	1/8	1/22	2/5
2/19	3/18	3/25	4/8	4/22	5/6

SOCIAL MEDIA & WEBSITE ADS



One (1) Website \$45/week
\$125/month

Both (2) Websites \$75/week
\$200/month

Social Media \$50/1 ad

WESTERN HERALD

westernherald.com

Leaderboard 728 x 90 px

Tile 300 x 250 px

WIDR
widrfm.org

Tile 300 x 250 px

Poster 1728 x 2304px

Inquiries contact glen.r.dillon@wmich.edu or 269-387-2110