



Student Media Group Rate Guide



WESTERN MICHIGAN UNIVERSITY
2022

Website Ads/Social

- ★ **One (1) Website:**
\$45/week
\$125/month
- ★ **Both (2) Website:**
\$45/week
\$125/month
- ★ **Social Media:**
\$50/1 ad



Sizes

Western Herald **WIDR 89.1 FM**

Leaderboard:
728 x 90 pixels

Tile:
300 x 250 pixels

Tile:
300 x 250 pixels

WIDR Announcements

- ★ **One (1) Announcement**
\$1 per (min. 25)

Details:

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

Print Ads in Western Herald

★ Pricing:

1/4 page (5" x 4.8") \$100

1/2 page (9.75" x 4.8") \$150

Full page (9.75" x 10") \$300

★ Print Schedule

8/29, 9/12, 9/26, 10/10, 10/24, 11/7, 11/21, 12/5, 12/15, 1/9, 1/23, 2/6, 2/20, 3/6, 3/20, 4/3, 4/17, 4/24, 5/8