



WAKT | 106.1

UNDERWRITING INFORMATION

Underwriting on WAKT 106.1 FM helps amplify diverse, local voices and keeps independent media alive in Toledo. It's more than just on-air recognition—it's a public sign that you care about philanthropy, creativity, and the city we all call home. When you underwrite with WAKT, you're not just reaching your audience—you're showing your support for the people and stories that make Toledo *Toledo*.

What Is Underwriting?

WAKT is a non-commercial, non-profit community radio station. That means we don't air traditional advertisements—but we *can* offer underwriting: a form of sponsorship that puts your name on the air and supports local music, creativity, and conversation.

What You Get.

Underwriting includes on-air mentions that thank you for your support. These messages can include your business name, location, website, and a short, factual description of your services.

Because we're a non-commercial station, the FCC sets rules for what underwriting messages can and can't say.

Allowed:

- Your name, location, contact info
- A brief, value-neutral description
- Slogans that are not promotional

Not Allowed:

- Calls to action ("Come on down!")
- Superlatives ("The best in town!")
- Pricing or discounts ("Only \$5.99!")

Reaching the Exact Right People

We broadcast directly to Toledo. That means everyone who hears your message is local. People who live here, work here, shop here, and care about this community. Every person listening to the station is exactly who you're trying to reach.

Customized for You

We'll tailor your message to match your tone—professional, fun, quirky, or straight to the point. And no matter your budget, we'll work with you to create a package that meets your needs and helps you connect with your community.



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UNDERWRITING PACKAGES

Weekly Sponsorship Tiers (Best Value)

Pay annually and save 20%! These packages are designed for long-term community friends and partners.

Tier	Spots/Week	Weekly Price	Annual Price (20% Discount)	Monthly Price
Introductory (First-Year Only)	2 (1 after Year 1)	\$5	\$260	\$26/month
Community Supporter	5	\$10	\$520	\$52/month
Neighborhood Anchor	10	\$15	\$780	\$78/month
Champion Tier	15	\$20	\$1,040	\$104/month

Non-Profit Pricing

Are you a Northwest Ohio non-profit trying to improve our community? We want to partner with you and offer our **Champion Tier** at a 50% discount to local nonprofits.

A La Carte Underwriting (Single / Short Term Underwriting)

Flexible options for one-time needs. Includes standard on-air rotation. Great for one-time events, announcements, or testing the waters

Pricing - Single Spot: \$20 - 5-Spot Bundle: \$75 (save \$25)

Custom Packages Available

Every organization is unique. If you have a limited budget, a special project, or want to structure your support differently, we'll work with you to build a custom underwriting plan that fits.

We'll work with you to help craft your underwriting message either recorded by us or in your own voice so it sounds great, professional, and stays compliant.

Want to start a conversation? Email us at development@toledoradio.org or text/call **216-577-0457** to get started. Let's build something amazing together.