

ADVERTISING BUNDLES

2020 – 2021

**The Wright State
GUARDIAN**
MEDIA GROUP



WRIGHT STATE UNIVERSITY
Student Media

OUR **PARTNERSHIP**

ABOUT THIS BUNDLE

The Wright State Guardian Media Group and WWSU 106.9 FM have come together to create an advertising bundle that covers a wide array of media outlets.

Our efforts to create this bundle plan not only consolidates advertising plans from our publications into one contracted plan but also reduces the total cost to you as our patrons.

TWO OPTIONS

We have worked together to create two separate advertising bundles, the “Cost-effective” plan and the “Comprehensive” plan.

These bundles consist of various forms of advertising that we offer such as:

- **Custom radio commercials**
 - Radio commercials can be scripted by you or us and recorded in our studios to be put on the air.
- **DJ recommendations**
 - Pick from any of our DJs at WWSU to give your company or event a shout out and personal recommendation on their show.
- **Leaderboard ad space in *The Wright State Guardian***
 - Connect with your digital audience with digital ads on wsuguardian.com, serving over 100 thousand viewers during the academic year.

CONTACT US

Business Manager

The Wright State Guardian Media Group
guardian2@wright.edu | 937-775-5540

Director of Marketing

WWSU 106.9 FM
wwsu7@wright.edu | 937-775-5554



OPTION ONE

Cost-Effective Plan

40 runs over two weeks of a custom radio commercial up to 30 seconds in length run during prime time (4 p.m. – 9 p.m.) (\$7.14/run)

A leaderboard ad on **wsuguardian.com** two weeks (\$50/week)

Social Media ads on WWSU and Guardian Facebook, Instagram and Twitter accounts (Complementary)

Itemized total: **\$385.60**

15% bundled discount applied

Bundled discounted rate: **\$327.76**

This plan works well for two specific decisions toward an advertising plan. It works well when on a budget but is also a viable plan for one-off events that would only need a few weeks to promote.



OPTION TWO

Comprehensive Plan

75 runs over three (3) weeks of a custom radio commercial up to 30 seconds in length run during prime time (4 p.m. – 9 p.m.) (\$7.14/run)

A half-page ad on **wsuguardian.com** for 4 weeks (\$58.50/week)

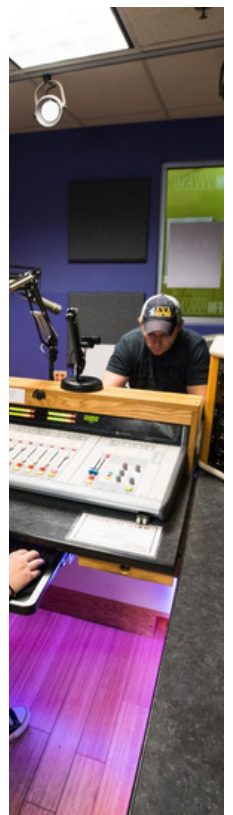
Promotion on WWSU and Guardian Facebook, Instagram, and Twitter accounts, three (3) DJ advertisements including a personal recommendation (Complementary)

Itemized total: **\$769.50**

15% bundled discount applied

Bundled discounted rate: **\$654.08**

The comprehensive plan works well with a budget with a little more wiggle room, and larger-scale events that require more time and advertising.



Contact Us

WWSU and The Wright State Guardian have come together to help appropriately address your advertising needs. Both publications have an array of different promotional methods and a wide reach in patronage. If neither of the above plans fits into the budget or advertising strategy that's right for you, feel free to reach out.

We can set a meeting between your organization and our advertising team(s) to discuss a personalized advertising plan that's right for you.



STUDENT MEDIA

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