



WELCOME TO THE ONLY FULL-TIME MODERN ACTIVE ROCK STATION SERVING THE NEW YORK AREA!

ABOUT WSOU

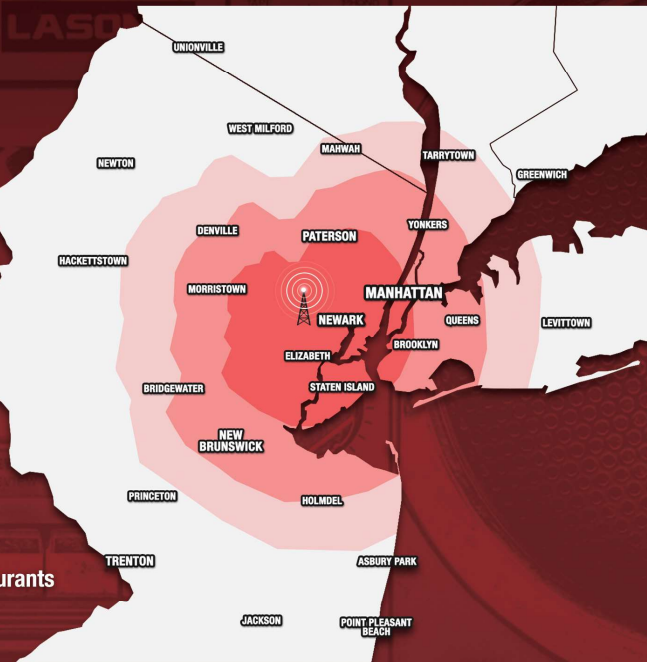
WSOU is the only all metal radio station in the US. WSOU's broadcast stretches across the New York/New Jersey metropolitan area, including all 5 boroughs of New York City, northern and central New Jersey, and parts of Westchester and Rockland counties. WSOU also broadcasts on iHeartRadio and at www.wsou.net

WSOU reaches 92,000 over the air listeners each week (Nielsen Apr 2016 PPM), and thousands more online each week, making Seton Hall Pirate Radio the most listened to student-run station in the New York Market.

Marketing Research of WSOU listeners shows:

- Household income of 75k or more
- 75% work full time
- 47% have children under 10 years old
- 84% eat out at least 2-3 times a month and prefer sports bars or casual restaurants
- 80% prefer beer, 45% prefer wine, 80% prefer other liquor

SALES CONTACT, JENNIFER KAJZER 973-275-2000, JENNIFER.KAJZER@SHU.EDU



**KEY
FACTS**

100,000 WEEKLY LISTENERS

 **75%
MALE**

 **25%
FEMALE**



22K FOLLOWERS



6K FOLLOWERS



10K FOLLOWERS

200+

**BAND/MUSICIAN
INTERVIEWS ANNUALLY**

STREAMED

**NATIONWIDE ON
THE IHEARTRADIO APP**

24/7

**OPERATIONAL
HOURS**

RECOGNITIONS & AWARDS

**2018 INDUCTION
INTO THE RADIO ROCK
HALL OF FAME**

**2016 MARCONI AWARD
NON-COMMERCIAL RADIO STATION
OF THE YEAR**

**RECIPIENT OF OVER 30 GOLD
AND PLATINUM AWARDS**

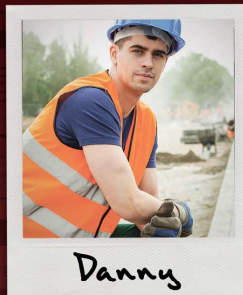
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OUR LISTENERS



Mike



Danny



Julia



Jason

AGE	29 Years Old	23 Years Old	32 Years Old	40 Years Old
RESIDENCE	Nutley, NJ	Uniondale, NY	Staten Island, NY	Howell, NJ
OCCUPATION	Sales	Construction Worker	Marketing Manager	Police Officer
MARITAL STATUS	Single	In a Relationship	Single	Married
CHILDREN	None	2 Cats	None	5 & 8 Year Old Daughters
WHAT DO YOU LIKE TO DO IN YOUR SPARE TIME?	"Outdoor activities, hiking and camping"	"Play guitar. I'm also a bit of a techie and like to work on my computer"	"Attending live music concerts and traveling"	"Ride my motorcycle, go to concerts, hang out with my daughters"

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THE FINE PRINT

As a noncommercial station, WSOU may broadcast underwriting sponsorship announcements. Underwriting allows businesses to raise awareness of their products and services while also supporting the nonprofit operations of WSOU.

RATES

Underwriting sponsorships are available on a “per spot” basis at the following rates:

- \$20 for a 15-second spot read live on air by our DJs
- \$35 for a 30-second produced or live spot
- \$50 for a 60-second produced or live spot (*Under FCC regulations, 60-second spots are only available to nonprofit organizations)

A minimum of 10 underwriting spots is required for any buy.

PRODUCTION

With any spend over \$750, WSOU will pre-record spots. Any spend under \$750 will be read live by on-air talent. All ad content is subject to the discretion of WSOU-FM Business Department.

Time slot availability is solely on a “first come, first serve” basis.

UNDERWRITING RULES

Program underwriting is a bit different from advertising on a commercial radio station. All underwriting spots are subject to federal regulations which govern what kind of underwriting announcements noncommercial stations like WSOU can accept. Seton Hall University, a Catholic university, also reserves the right to refuse underwriting that it believes conflicts with the mission and values of the university. Some of the basic restrictions include:

1. Announcements can identify an event or product, but cannot contain calls to action, nor can they mention price.
2. Words such as sale, discount and limited offer are prohibited, as are testimonials.
3. Language must be value neutral.

Even with these limitations, WSOU creates copy all the time that meets our clients' needs. Plus, you get the added advantage of having a spot that stands out, as WSOU does not have long commercial breaks that encourage listeners to tune out.

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