

We've made it easier to achieve your business goals.

More than **1.2 MILLION** page views in 2019-2020*

More than **600,000** unique users in 2019-2020*

Pricing includes incentives to run ads within a 3-month period, helping to improve your results. Additional incentives are available to run for a 6-month period. Our underwriting team can tailor the campaign to meet your outreach needs.

MONTHLY INCENTIVES

3-5 months 10% discount
6-12 months 20% discount

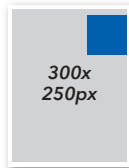
CLICK

Digital advertising with WGCU is a unique opportunity to reach a large audience in a creative and compelling way. Let us present your brand's message by displaying ads to targeted audiences at the right time and in the right context.

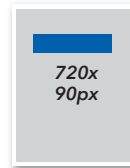
WGCU.ORG Annual Ad Pricing

Placement/Page(s)	Annual Views	Leaderboard (720x90)	Medium Rectangle (300x250)
All WGCU News posts	445,223	N/A	\$3,500
WGCU Home (wgcu.org)	165,474	N/A	\$3,000
TV Schedules (wgcu.org/tvschedules)	134,729	\$2,500	\$2,000
WGCU News (wgcunews.org)	66,057	\$1,500	\$1,200
Passport (wgcu.org/passport)	25,825	\$1,000	\$960
Support Pages (wgcu.org/support)	27,818	\$550	\$450
Radio Schedules (wgcu.org/radioschedules)	20,112	\$200	\$150
WGCU Kids (wgcukids.org)	14,022	\$250	\$150

Web specs ▲

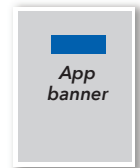


Medium rectangle



Leaderboard

App placements ▼



See dimensions below

WGCU Mobile App Ad Pricing

App Banner Placements

News Tab	\$500	Phone — 640x100 pixels
Watch Tab	\$500	Tablet Portrait — 1536x100 pixels
Listen Tab	\$500	Tablet Landscape — 2048x100 pixels

NOTE: App Banner placements require artwork in the following three sizes:

**Based on FY2019 analytics (July 1, 2019 to June 30, 2020)*



Special multi-media packages available. See your sales representative for current rate plan.

Rachel Peacock rpeacock@wgcu.org

10501 FGCU Blvd. South | Fort Myers, FL 33965 | wgcu.org