

W R S U

*Collegiate Radio
in New Brunswick*

126 College Avenue
New Brunswick
New Jersey
545-6800

- *WRSU is an affiliate of the Mutual Broadcasting System, and is the first college radio station to be so affiliated.
- *WRSU is serviced through the wires of the United Press International, and provides such thorough and complete local and campus news that it serves as a major area news source for the UPI.
- *WRSU is the head station of the Rutgers University Football Network, providing broadcasts of Rutgers games to various commercial stations throughout the state.
- *WRSU is a member of the nationwide Intercollegiate Broadcasting System.
- *WRSU is a member of the Ivy Network, Inc.
- *WRSU, with brand-new studios and over fifty-thousand dollars worth of broadcasting equipment, is proud to be the best-equipped college radio station in the U.S.
- *WRSU has filed application with the Federal Communications Commission for a full, educational FM license, which will permit WRSU to broadcast to all the Raritan Valley and more.
- *WRSU broadcasts twenty-fours a day, seven days a week during the Rutgers school year, and has been serving the students of Rutgers and Douglass Colleges continually since 1947.

WHY ADVERTISE ON RADIO?

As opposed to any of the printed media, advertising on radio is extremely captivating and exciting, and is therefore more effective. A few of its advantages:

— Radio advertising can be fit to be continuous with programming. The listener does not have to be alienated by a change in format before the message begins, as is often the case in print. The intensity, tempo, and style of an ad can be varied with the type of program surrounding it, permitting “hard” sounds during a “rock” music program, and softer ads during “MOR” or classical shows.

— An audience is more “captive” to radio, in that listeners are usually hesitant to turn off their radio or change stations when an ad begins, for fear of missing something after the ad. On the other hand, a cursory glance at a printed page will tell the reader whether there is anything on that page worth his while to read, making his notice of the ad dependent on his time, mood, etc.

— Whereas printed advertising is almost passive in attracting readers, radio ads “leap out” at a listener’s ears and command his attention. Anyone can ignore the printed page by simply turning his eyes away; but, since we hear sound from every direction, it is not as easy to ignore a radio advertisement.

— Voice has a far greater impact, durability, and versatility than does print. Differing moods are more easily conveyed, and a spoken message is more easily remembered. A spoken ad provides a much greater intimacy between sponsor and listener, which is of great importance in trying to secure the trust of a potential customer.

— Radio provides the sponsor with the opportunity to advertise at the time of day best suited to his product. A restaurant catering to the late night crowd would do best to advertise during the evening; while a record shop would do best to place ads for its “rock” records during the afternoon. This results in an increase in the effective potential of the advertising dollar that print can’t provide.

— Finally, radio sound—which induces the listener to use his imagination—can provide a sponsor with the opportunity to apply his creative talent to emphasize various important points, with little additional work or expense to himself.

BUT WHY WRSU?

Because WRSU is *exceptionally effective*. It provides a large, select audience at minimal cost, and offers the maximum in production facilities.

— *WRSU broadcasts to college students.* College students are almost all relative newcomers to the area, and, upon arriving at school, find themselves dependent upon new, unknown community services. For advice on where to buy, they look to historically reliable sources such as WRSU. They trust us because they are getting advice *from fellow students*. Once tapped, they provide a rich market, since college students have a higher per capita income and a greater propensity to consume, than does the average citizen. In short, WRSU offers all the efficiency of a select, defined, and responsive audience.

— *No other radio station can provide WRSU's audience.* Very rarely do college students listen to the local New Brunswick station (the only other radio station in this market). That station programs according to the tastes of the majority of the Raritan Valley, and for that reason attracts a large audience from the community in general, but little from college students. WRSU, on the other hand, is programmed by these students to their own tastes, and becomes in effect their only local station.

— *WRSU provides the lowest cost-per-thousand of any advertising medium.* Due to its non-profit status and its goal of community service, WRSU relies heavily on grants from the University, its fellow students, and alumni, seeking advertising revenue only to meet its high costs of operation. Thus not only can WRSU afford to charge almost ridiculously low rates, it *desires* to do so, as a service to its fellow students and to the community. With a potential audience of some ten thousand students at Rutgers, Douglass, and Livingston Colleges, WRSU can offer a cost to a sponsor of as little as *twelve cents* per thousand listeners, per minute. Nowhere else is advertising available so cheaply, and nowhere else is it so effective.

— Finally, advertising on WRSU provides the sponsor with the opportunity to contribute to higher education at the same time as increasing his sales—giving him a very inexpensive short-run investment in revenue production and at the same time a free long-run investment in the future of the community at large.

WRSU - RADIO RUTGERS

Schedule of Advertising Rates

Effective September 1969

I. Spot rates

Frequency	10 sec.	30 sec.	60 sec.
5 (or less)	\$1.00	\$1.45	\$2.00
10	.90	1.40	1.90
20	.80	1.30	1.80
30	.75	1.20	1.65
40	.70	1.10	1.50
50	.65	1.00	1.35
Over 50	.60	.90	1.20

II. Program rates

Frequency	5 min.	15 min.	½ hr.	1 hr.
5 (or less)	\$2.50	\$4.50	\$8.00	\$15.00
10	2.40	4.20	7.20	14.00
20	2.20	3.90	6.80	13.00
30	2.00	3.60	6.20	12.00
40	1.80	3.30	5.60	11.00
50	1.60	3.00	5.00	10.00
Over 50	1.40	2.60	4.40	8.60
Total Adv. Time:	70 secs.	130 secs.	190 secs.	370 secs.

III. Time orders calling for five spots or less must be run in one week, ten within two weeks, twenty to forty within a month. Longer orders may run an entire semester.

IV. Any other arrangements or questions may be discussed with the Business Manager at WRSU, Rutgers Post Office, New Brunswick; or by phone at 545-6800 or 247-1766, ext. 6800, 6801, 6802.

WRSU - RADIO RUTGERS

Special Off-Card Rates

1. *Freshman Week and Opening Week Package:*

Fourteen days, from Sunday, September 7 thru Saturday, Sept. 20. Seventy or forty-two spot package.

Prices:

	60-second spots	30-second spots
5 spots per day	\$70.00	\$52.50
3 spots per day	50.40	37.80

2. *Football Package:*

Broadcasts of Rutgers football games, every Saturday afternoon, September 20 thru November 22.

Prices: (All prices for entire season, ten games)

Pregame Show (10-60 second spots).....	\$ 50.00
One half (20-30's, 20-60's).....	150.00
One half plus pregame show.....	175.00
Entire game (40-30's, 40-60's).....	250.00
Entire game plus pregame show.....	275.00

3. *Basketball Rates:*

Based on a minimum twenty-game season. No additional charge will be made if more than twenty games are played.

Prices, entire season:

One quarter (70-60 second spots).....	\$175.00
One half (140-60 second spots).....	300.00
Entire game.....	500.00

Prices, individual games:

One quarter (3-60 second spots).....	\$ 15.00
One half (7-60 second spots).....	25.00
Entire game (14-60 second spots).....	40.00

4. *Weekends Package:*

Orders must run for entire semester, 14 weekends from September 12 thru December 13 first semester, and from January 30 through May 10, 1970, second.

Plan 1: Five ads per weekend (noon Friday to noon Sunday), placed at the buyer's convenience. 70 ads.

Price:

60-second advertisements.....	\$75.00
30-second advertisements.....	55.00

Plan 2: One or two ads, each Friday or Saturday night. 14 or 28 ads.

Prices:

	One ad/night	Two ads/night
60-sec. ads:	\$24.00	\$42.00
30-sec. ads:	17.50	30.00

(Newscast package, continued)

Plan 3: One or two ads, each Friday *and* Saturday night. 28 or 56 ads.

Prices:

	One ad/night	Two ads/night
60-sec. ads:	\$37.50	\$70.00
30-sec. ads:	25.00	45.00

5. *Newscast Package:*

Package orders must run for entire semester. Newscasts are five minutes long, fifteen per day.

Plan 1: One five-minute newscast per day, Monday thru Friday, fourteen weeks. One one-minute spot plus two ten-second tag lines per cast. Total advertising time 93 minutes.

Price: \$85.00

Plan 2: One five-minute newscast per day, Monday thru Friday, fourteen weeks. One or two thirty-second spots, plus two ten-second tag lines, per cast. Total 58 or 93 minutes time.

Prices:

One 30-sec. spot	Two 30-sec. spots
\$60.00	\$90.00

Plan 3: More than five newscasts per week (but at least one per day, Monday thru Friday), for fourteen weeks.

Prices:

Advertisements per cast,
plus two ten-second tags/cast

Number of casts per week	One 60-sec.	Two 30-secs.	One 30-sec.
7.....	\$100.00	\$120.00	\$ 80.00
10.....	140.00	165.00	110.00
14.....	175.00	200.00	130.00
15.....	180.00	210.00	135.00
21.....	200.00	250.00	175.00
Over 21/week, each*	8.40	9.30	7.00

*(For example, thirty newscasts per week cost a total of $30 \times \$8.40 = \252.00)

6. *Sportscast Package:*

Each sportscast is five minutes in length, and features campus sports scores and stories as well as full world and national sports coverage. Package orders must run the entire semester.

Each sportscast features two ten-second tag lines and one 60-second ad, two thirty-second ads, or one 30-second ad.

Prices:

One 60-sec.	Two 30-secs.	One 30-sec.
\$85.00	\$90.00	\$60.00

Any and all advertising not explicitly included in the above list of off-card and package rates will be charged according to WRSU's regular rate card for spot or program advertising.

CLIENTS SUCH AS THESE HAVE BENEFITED FROM ADVERTISING ON WRSU

Coca-Cola

Warner Bros.-Seven Arts

National General Pictures

Time Magazine

True Magazine

Newsweek Magazine

Anheuser-Busch

Shell Oil Company

American Telephone & Telegraph

Trans-World Airlines

AND *YOU* CAN, TOO!