



Mail: 96 Falmouth St, Portland, ME 04104
 Studios: 92 Bedford Street, Portland, ME 04102



Underwriting is the non-commercial version of advertising. It is an announcement that describes your business or organization, what you do and the services you provide, without promotional commercial language or calls to action. We use creative language to deliver your message to the listeners in a way that is compatible with the NCE (Non-Commercial Educational) FCC license we hold. Underwriting is one of the ways in which local business and non-profit communities support WMPG and the service we provide to the region.

Frequency	Time of Announcement	3-month (13 weeks) contract	6-month (26 weeks) contract	1-year (52 weeks) contract
1 mention per week	Prime Time *	\$260 (\$20 per mention)	\$442 (\$17 per mention)	\$728 (\$14 per mention)
	Regular Time	\$195 (\$15 per mention)	\$338 (\$13 per mention)	\$572 (\$11 per mention)
2 mentions per week	Prime Time *	\$494 (\$19 per mention)	\$832 (\$16 per mention)	\$1,352 (\$13 per mention)
	Regular Time	\$364 (\$14 per mention)	\$624 (\$12 per mention)	\$1,040 (\$10 per mention)
3 mentions per week	Prime Time *	\$663 (\$18 per mention)	\$1,170 (\$15 per mention)	\$1,872 (\$12 per mention)
	Regular Time	\$507 (\$13 per mention)	\$858 (\$11 per mention)	\$1,404 (\$9 per mention)
5 mentions per week	Prime Time *	\$1,040 (\$16 per mention)	\$1,690 (\$13 per mention)	\$2,600 (\$10 per mention)
	Regular Time	\$845 (\$13 per mention)	\$1,430 (\$11 per mention)	\$2,340 (\$9 per mention)
10 mentions per week	Prime Time *	\$1,820 (\$14 per mention)	\$2,860 (\$11 per mention)	\$4,160 (\$8 per mention)
	Regular Time	\$1,560 (\$12 per mention)	\$2600 (\$10 per mention)	\$3,640 (\$7 per mention)

* Prime time is between 6:30am-9:00am and 3:00pm-7:00pm

** All contracts are auto renewal - and will renew automatically upon the expiration of the time period, until the underwriter provides notice of termination to WMPG.

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