RIVERWEST RADIO UNDERWRITING

Support Local Radio. Reach Beyond the Dial.

Riverwest Radio is a Milwaukee community broadcasting and podcasting platform, heard on WXRW-LP 104.1 FM and through our 24/7 online stream.

FM + 24/7 Stream Local + worldwide	**60+** Weekly programs	**~100** Volunteers	**Community Podcasting** Beyond the dial

Broadcast Underwriting Packages

30-second acknowledgments heard on WXRW-LP 104.1 FM and our 24/7 online stream.

PACKAGE	FREQUENCY	3 MONTHS	6 MONTHS	12 MONTHS
Community Supporter	1 / day	$450	$750	$1,350
Community Advocate	2 / day	$750	$1,350	$2,400
Community Partner	4 / day	$1,350	$2,400	$4,200
Community Champion	6 / day	$1,800	$3,200	$5,500

Annual partnerships offer the strongest overall rate. Monthly payment arrangements may be available under contract.

Website Sponsorship

A web-only option with a clickable banner in Riverwest Radio's site-wide underwriting section.

3 MONTHS	6 MONTHS	12 MONTHS
$175	**$300**	**$500**

Sponsor-supplied banner • Clickable website link • Desktop + mobile placement

Every broadcast package includes
- Copywriting and editing help
- FCC compliance review
- Audio production support
- Final script and audio approval
- Run-of-schedule placement

Simple FCC guidelines
Can include: name, website, location, services, event details, value-neutral descriptions.
Cannot include: prices, discounts, sales language, calls to action, comparative or promotional claims.

Need something different? Custom community partnerships are available, including opportunities that combine broadcast, digital, event, or other Riverwest Radio platforms.

Start a Conversation

Not sure which level fits? That's fine.

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