



SPONSORSHIP ON WSBP-LP, 94.3 FM

If you want to reach out to our coverage area and sponsor our radio programs on WSBP-LP in a cost-effective, dynamic, and quick way, simply give us a call at 201-804-0006 or e-mail info@wsbp943.org.

History: South Bergen News, Inc. was granted a construction permit from the FCC back in late August, 2014 for an LPFM radio station in Wood-Ridge, NJ. South Bergen News, Inc. completed construction of WSBP-LP in November of 2015. The station went operational on November 24, 2015.

Technical Information: WSBP-LP broadcasts from Wood-Ridge, NJ. The FCC has given WSBP-LP permission to broadcast at 58 watts. This allows WSBP-LP as a Non-Commercial Low Power FM radio station to broadcast within our coverage area.

Station Format: The station plays Oldies, Country, and Pop music. Christian music is played during early Sunday mornings from 6:00 a.m. to 10:00 a.m. We also provide local information about road closures, school closings, various borough alerts, local event announcements and more. Plus we are also tied into the National Emergency Alert System as required by the FCC.

Sponsorship Information: WSBP-LP is supported by South Bergen News, Inc., businesses, and individuals in exchange for their kind support of WSBP-LP get mentioned on the air. Please note the FCC guidelines are paraphrased below for Non-Commercial radio announcements.

*WSBP-LP offers all clients production and copy writing assistance free of charge!

Announcement Guidelines

| Announcements MAY Include | Announcements MAY NOT Include |
|---|---|
| Business, Organization, or Individual Name | Qualitative or comparative language. |
| Location information | (For example: "Our prices are the best", or |
| Telephone number (1-time) | "We have great products.") |
| Website address | Any reference to price, sale, discount, including free. |
| Value neutral descriptions of products and services | (For example: "Receive a 20% discount for the first |
| Hours of operation | 50 customers.") |
| | Language intended to call or move the listener to |
| | action. For example: "For more information call, |
| | come in, or call now, mention you heard..." |
| | Specific dates and times. |

- A disclaimer must be included that the donor organization, etc. is "a sponsor of WSBP-LP – South Bergen News, Inc."

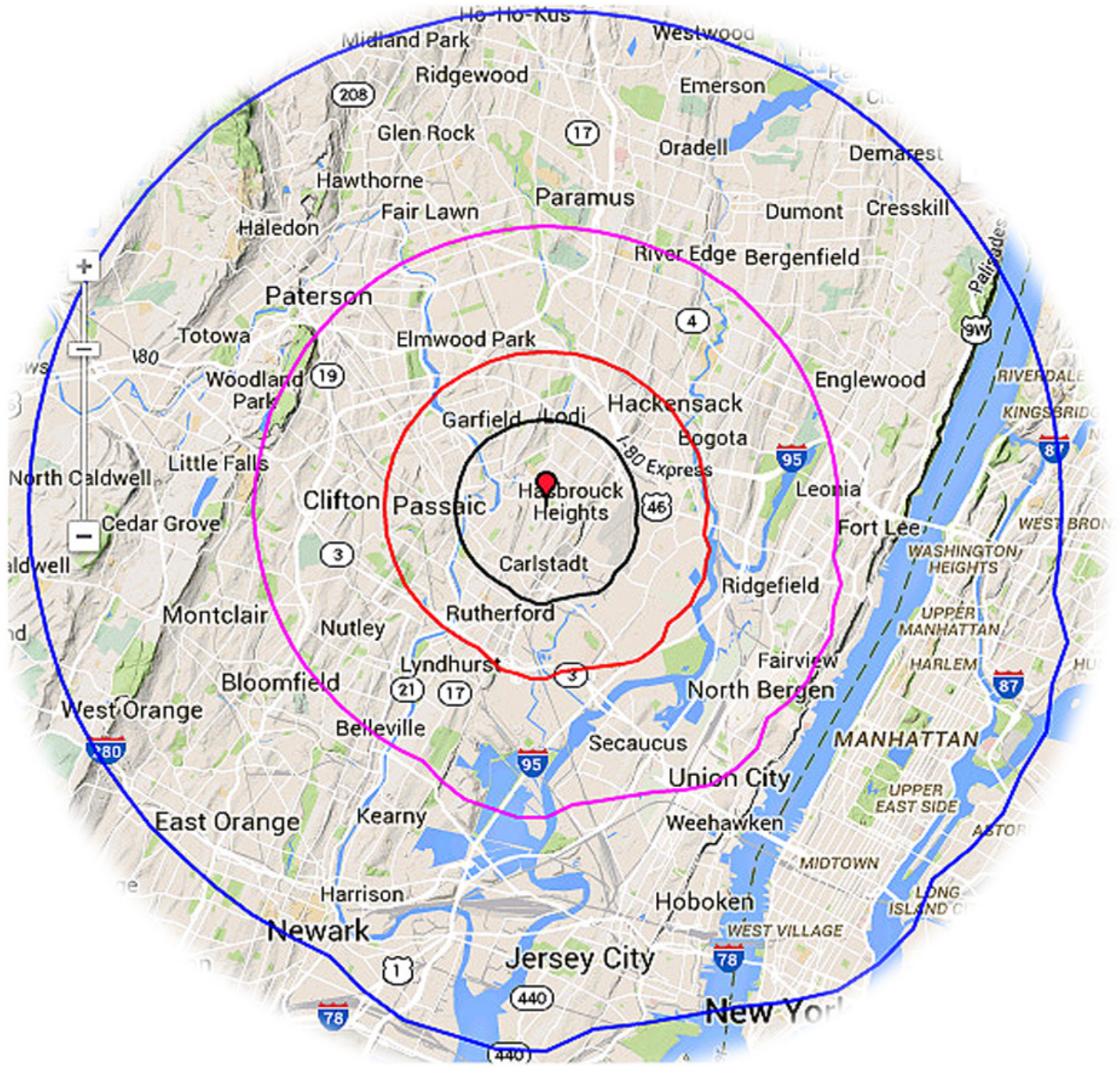
Sample Announcements

| | |
|--|--|
| ABC automotive is proud to support WSBP-LP, South Bergen News, Inc. ABC Automotive has been serving Wood-Ridge for over 40 years and is the home for Buick, GMC, Saab, and Infinity. Located at 123 Hudson St. in Wood-Ridge, NJ. 201-555-1212 or abcautomotive.com. | The Dental Office of Dr. John Doe is a proud sponsor of WSBP-LP, South Bergen News, Inc. Dr. Doe's office offers all types of dental care including removal and replacement of old silver fillings. Located at 146 Reeves Ave. in Lodi, NJ. 201-555-1515 or dentalcareareus.com. |
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OUR COVERAGE AREA

Our coverage area may vary due to terrain, height/power from antenna, etc.





SPONSORSHIP PACKAGES

Just \$2.50 per spot with a minimum of four spots for our coverage area.

| Package | Spots / Day | Time | Spots | Discount | Total | You Save! |
|-----------|-------------|-----------|-------|----------|---------------|-----------|
| Daily | 4 minimum | 1 day | 4 | - | \$10 | |
| Weekly | 4 minimum | 7 day | 28 | - | \$70 | |
| Monthly | 4 minimum | 1 month | 120 | 5% | \$285 | \$15 |
| Quarterly | 4 minimum | 3 months | 360 | 10% | \$810 | \$90 |
| Biannual | 4 minimum | 6 months | 720 | 15% | \$1530 | \$270 |
| Annual | 4 minimum | 12 months | 1440 | 20% | \$2880 | \$720 |

Additional Information Relevant to our Sponsorship Spots

Sponsorship spots are always up to 30 seconds or less in length. They may include instrumental theme music playing in the background with the announcer's voice, but they cannot have sound effects. All spots are voiced by our in-house voice talent, except by a special agreement with the sponsor. Updates are made by a case-by-case basis.

We are here to help!

Our staff is here to help you create a radio spot that extends to your target audience while not running afoul of FCC rules and regulations. Call our Station Manager Rich Domanski at 201-804-0006. If no answer, please leave a message or e-mail: info@wsbp943.org.

Sponsorship with WSBP-LP Today!

Our staff can get you setup with a sponsorship package, create a radio script, and have your radio spot on the air within a few hours.

For additional information contact Rich Domanski, Station Manager at 201-804-0006 or e-mail info@wsbp943.org.

Check or money order is made payable to: South Bergen News, Inc., P.O. Box 29, Wood-Ridge, NJ 07075.