



Burlington Christian Radio

WBYP 97.9 FM | Where We Bring You Jesus

Burlington Christian Radio is a non-profit, community funded gospel station. We are the local go-to station for Burlington area listeners of all ages who love gospel music and encouraging messages of faith. Our listeners love tuning in to our programming to lift and inspire them throughout the day.

Mission

WBYP Burlington Christian Radio was created in 2004 with one goal in mind: to bring gospel music and Christ-centered content to the good people of the Burlington community.

Vision

The purpose and mission of WBYP as a non-profit, listener and sponsor supported radio ministry is to serve the local community through uplifting gospel music and sharing of Bible-based, Christ focused programming. It is our desire to be a voice of truth, peace, and love pointing to the joy and healing that can be found through knowledge of and a personal relationship with Jesus Christ in a last day setting. Our goal is to be involved in the community, in music, events, and ministry, emphasizing our common biblical Christian heritage and presenting distinctive truths as found in the Scriptures to encourage and strengthen faith, allowing our listeners to experience God's love in an authentic and personal way.

Positive and encouraging messaging

Per hour we have only 3 minutes of sponsorship messages compared to 15+ minutes of advertising on commercial stations. Our listeners get more of what they are tuning in for, great gospel music and positive messages. With fewer sponsorship messaging per hour, your message does not get lost.

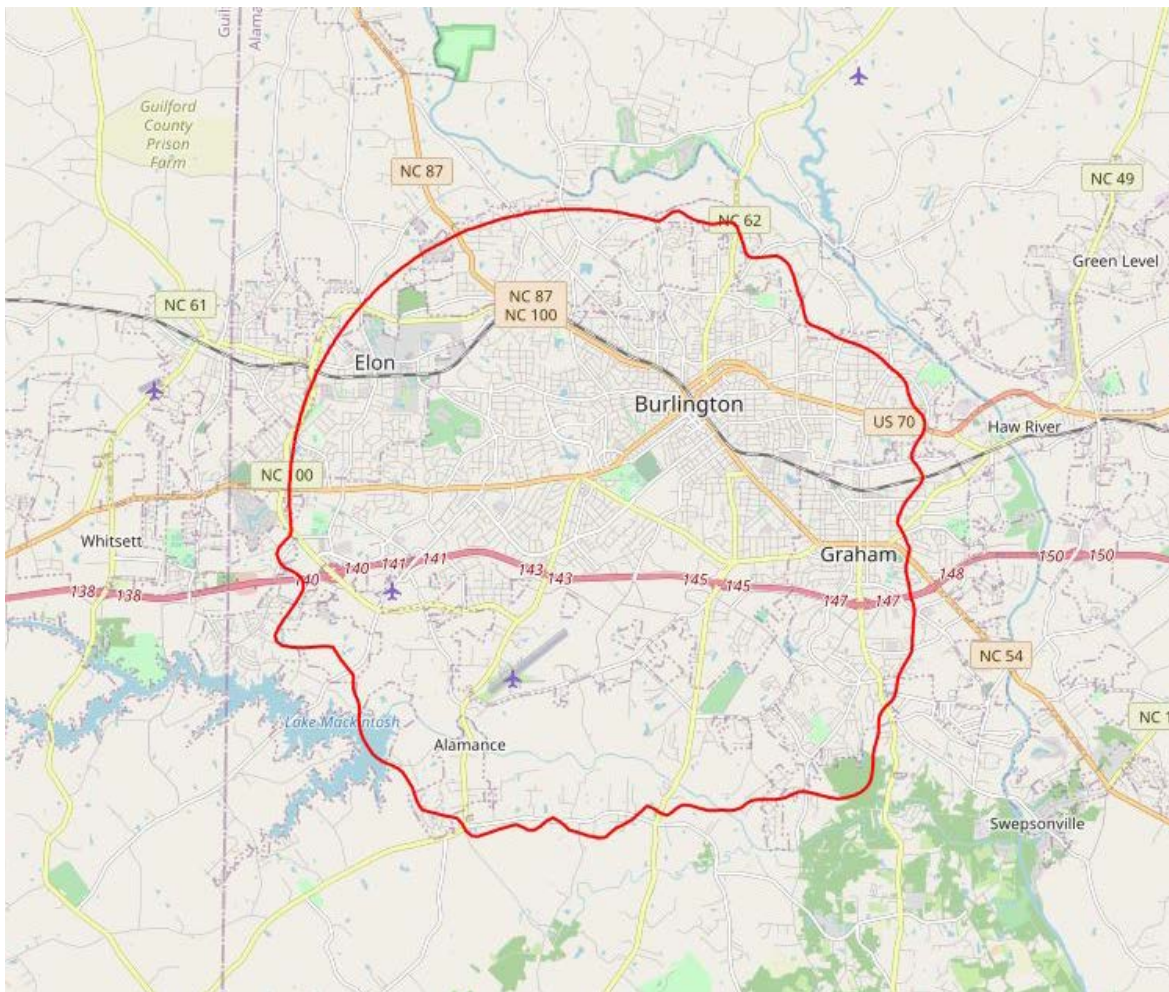
Sponsorship generates results

Sponsorship is about building a connection with the listening audience. More people trust companies that support our Christian programming and the local community. They tend to feel they are credible. This leads to our listeners having a positive opinion of our sponsors and results in people being more apt to purchase products or services from them.

WBYJ 97.9 FM Coverage Area

WBYJ is a 24/7 non-profit, low-powered FM station with a broad and loyal listening base reaching up to 10,000 listeners a day. Our demographic age group is primarily between 30 to 60 years of age. Our signal reaches a 10-mile diameter from the heart of Burlington that encompasses all of the Burlington and Graham area.

We are driven to provide the best, high quality, professionally produced promotional spots and presentations for local businesses and churches that desire to partner with us in bringing positive, encouraging and uplifting programming to our diverse listening audience. We have flexible options to meet any promotional budget and are excited to work with you to develop your on-air spots. Please call (336) 222-0213 or email us at info@wbyj979fm.org today to discover how we can build a partnership to support this ministry.



Rate Card for 2021

Days/Times	Daypart	Rate 60 sec	Rate 30 sec
Mon – Fri			
6a – 10a	Morning Drive	\$15	\$12
10a – 3p	Midday	\$10	\$8
3p – 7p	Afternoon Drive	\$15	\$12
7p – MID	Evening	\$8	\$8
Sunday			
6a – 10a	Morning	\$10	\$8
10a – 3p	Midday	\$12	\$10
3p – 7p	Afternoon	\$10	\$8
7p – MID	Evening	\$8	\$8
Mon-Fri BTA			
5a – MID	Best Time Available	\$10	\$8

Rates valid from Mar2021 – Dec2021

- All rates are per time aired
- To ensure timely production, all copy is due 2 business days prior to airing
- No minimum investment level required
- Event announcements can be cancelled up to one business day prior to event start date.
- All other sponsorship contracts can be canceled within 3 business days advance notice prior to the contracted start run date.
- Discounts up to 50% off may be applied as annual spend increases.

Since WBYJ is a non-profit station, your sponsorship message can be funded from your advertising, public relations, or charitable contributions budget.

Package Rates

Our sponsorship packages are heavily discounted and include airtime across all dayparts between 6am and 7pm, 5 days a week Monday through Friday. Event and church package pricing are even more deeply discounted, making it more affordable than ever to generate awareness of your events and ministry. Customized packages are available to meet the requirements of every budget.

Discounted Packages			
Package A	Package B	Package C	Package D
1 Month Sunday-Friday 1x 6a-10a 2x 10a-3p 1x 3p-7p 96x \$720 Avg. Spot Cost \$7.50	1 Month Sunday-Friday 2x 6a-10a 2x 10a-3p 2x 3p-7p 144x \$1,000 Avg. Spot Cost \$6.95	3 Months Sunday-Friday 1x 6a-10a 2x 10a-3p 1x 3p-7p 288x \$1,872 Avg. Spot Cost \$6.50	3 Months Sunday-Friday 2x 6a-10a 2x 10a-3p 2x 3p-7p 432x \$2,376 Avg. Spot Cost \$5.50
Event Package A	Event Package B	Event Package C	Event Package D
1 week run time Monday-Friday BTA 70x \$300 Plus Sunday 14x FREE Total 84 spots Avg. Spot Cost \$3.57	1 week run time Monday-Friday BTA 140x \$500 Plus Sunday 28x FREE Total 168 spots Avg. Spot Cost \$2.98	2 week run time Monday-Friday 4x 6a-10a 6x 10a-3p 4x 3p-7p 4x 7p-MID 180x \$600 Plus Sundays 36x FREE Total 216 spots Avg. Spot Cost \$2.77	2 week run time Monday-Friday 8x 6a-10a 12x 10a-3p 8x 3p-7p 6x 7p-MID 340x \$800 Plus Sundays 68x FREE Total 408 spots Avg. Spot Cost \$1.96
Church/Non-profit Package			
1 week run time 6x per day BTA 30x \$100 Plus Sunday 6x FREE Total 36 spots Avg. Spot Cost \$3.33		<ul style="list-style-type: none"> For run times of 2 weeks or longer, the first week will be FREE Customized church packages are available to meet all your announcement and budget needs. Contact us for more information. 	

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- All packages include up to 30 second spot time
- Additional spots may be added evenly to the dayparts or additional evening hours at the average per spot package rate.
- Package placement based on availability of sponsor message slots per hour.
- Event packages: It is recommended that event announcements run for two weeks for the best listener saturation and attendance results.
- Church packages can be fully customized to meet any messaging and budget needs – contact us for more information. Some types of messaging we may even run for free.

When you purchase a sponsorship package, we are happy to include your business or organization in our Sponsor List on our website at no additional cost. Please email your request and high resolution .jpg of your business or logo to us at info@wbyj979fm.org.

Sponsorship Messaging Guidelines

We want your message to reach our listeners in the best, most professional way while meeting the established FCC rules and guidelines for low-powered, non-profit radio stations. With that goal in mind, please consider the below tips and guidelines for sponsor messaging.

Tips:

- 60 second spots are approximately 160 to 180 words in length
- 30 second spots are approximately 75 to 85 words in length
- Telephone numbers count as 3 words
- Messaging should include:
 - Your name/organization name
 - Who you are
 - What you do
 - Where you are – address
 - How to contact you or your organization – i.e., phone, email, or website

Guidelines:

- No political messaging, support of political candidates or parties
- Messaging should NOT include:
 - Qualitative, subjective, or comparative language (best, largest, etc.)
 - Incentives or references to pricing (lowest, sale, etc.)
 - Calls to action (visit us, come on down, etc.)
 - Personal pronouns

We will work closely with you to create, write and produce content to ensure your message is clear, concise and lets our listeners know who you are and how to engage with you and your organization.

Burlington Christian Radio – WBYJ-LP 97.9 FM
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Visit us at www.wbyj979fm.org