



2022-23 Media Kit



ABOUT US

WHIP, an acronym that stands for We Have Infinite Potential, is Temple University's student-run internet radio station.

We exist to provide students with the opportunity to learn about the radio profession and practice their craft in a studio on campus in Temple's TECH Center.

Whether they're live on the air, in the studio producing a show or out at a local business selling an advertisement, students get hands-on radio experience in a deadline driven environment.

WHIP also gets increased visibility in a top-five media market as one of iHeartRadio's top college radio stations.

3,000 followers on Twitter
2,600 followers on Instagram
1,200 followers on Facebook

18,603 total
listener sessions
on iHeartRadio
during Fall 2022
Semester



**2022 NATIONAL IBS
AWARD WINNERS:**

**Best Website
AND
Best Promotional Event**

Top 5 US Media Markets

1. New York, NY
2. Los Angeles, CA
3. Chicago, IL
4. Philadelphia, PA
5. Dallas-Ft. Worth, TX



ADVERTISING OPPORTUNITIES

On-Air Commercials

Radio advertising creates an intimate relationship between your business and clients. Provide a commercial to be played on air, or have our team of producers and copywriters create a hand-crafted commercial for you.

Provide Your Own Commercial:

[15 Commercials/Week \$90]
[25 Commercials/Week: \$150]
[Live Reads for 25% Premium]

Commercial created by WHIP:

[15 Commercials/Week \$126]
[25 Commercials/Week: \$210]

Podcast Commercial

Podcast advertising solidifies the relationship between your business and clients via on demand listening. Similar to our on-air option, you have the option to provide your own commercial, or have us create one.

Provide Your Own Commercial:

[15 Commercials/Week \$60]
[25 Commercials/Week: \$100]

Commercial* created by WHIP:

[15 Commercials/Week \$84]
[25 Commercials/Week: \$140]

Billboard Sponsorship

Interested in sponsoring a show at WHIP? Purchase a billboard sponsorship, which will include a live 10-second read at the opening and closing of a show.

[\$50/Week]

On-Air Personalities

Have one of our DJs spin live music at your event! A great opportunity to increase traffic for your business and promote your brand, our DJs provide a flexible schedule for your event. Have a WHIP personality attend your event and call into the station with a Live report for just \$25 more an hour

[\$100/Hour Based on Event]



ADVERTISING OPPORTUNITIES

Hourly Update Sponsorship

Sponsor our news or sports updates for a reasonable rate. Your company's name will be aired for 10 seconds at the beginning and end of the update. Both news and sports updates play once per hour during programming.

[\$200/Week for One Update] (Sponsor Both News and Sports for \$250)

Run your commercial on WHIP's LIVE on-site broadcast of Temple Football and Men's Basketball games.

[4 Commercials/Broadcast: \$75]

Website Advertising

WhipRadioTU.com is constantly being updated with original news, entertainment, music and sports content on a daily basis. Increase your brand's awareness with promotions on our website

[\$75/Week - Header Ad (300x90)]

[\$50/Week - Sidebar Ad (300x300)]

[\$75/Week - RadioFX Ad (300x90)]

Turn your ad into a clickable advertisement: **[\$50/Week]**
Custom Graphic By WHIP Design Team: **[+\$50 One Time Fee]**

Promotions Team

Our engaging and enthusiastic WHIP Street Team will be available to promote your business on location. The team will create a WHIP presence on site, facilitate games, giveaways and prizes base on your availability.

(Station giveaways may vary. Minimum of two hours.) [\$50/Hour]

Social Media

Add social media to your campaign to reach WHIP's 4,000+ followers combined on Facebook, Twitter, Instagram and Youtube.

[+ \$25 Added to Package]



WHIP Radio - Spring 2023 Programming Schedule

	Sun	Mon	Tues	Weds.	Thurs	Fri	Sat
10 am		Wake Up Call	Wake Up Call	Wake Up Call	Wake Up Call	Wake Up Call	Rock You Like a Hurricane's
11 am		Temple Talks Philly	Temple Talks Philly	Temple Talks Philly	Temple Talks Philly	Temple Talks Philly	
12 pm	R&B Now	The Hoot	The District	The Hoot	Rational Radio	The Hoot	
1 pm	Nonstop Nostalgia	Stadium Talk	Stadium Talk	Stadium Talk	Stadium Talk	Stadium Talk	
2 pm	Int'l Players	Temple Sports Hour	Temple Sports Hour	Temple Sports Hour	Temple Sports Hour	Temple Sports Hour	KPop Wave
3 pm		Main Event	Main Event	Main Event	Main Event	Main Event	VOID
4 pm	Folkways		The Punch In	R&B Now	Ramble On Radio		Folkways
5 pm		The Hoot	Rational Radio	The Hoot	The District	The Hoot	
6 pm		deGenerating Revenue	deGenerating Revenue	deGenerating Revenue	deGenerating Revenue	deGenerating Revenue	
7 pm		Popheads	Girl Germs		Girl Germs	Popheads	Girl Germs
8 pm		The Lavender Menace			REAL EMO	The Oxford Comma	
9 pm			Interview Hour		Antique's Diary		
10 pm		Hidden Gems	Ramble On Radio	The Real Deal			

- News
- Music
- Sports
- Entertainment



CONTACT US

Adrian Maghacot
Sales Director
amaghacot@whipradiotu.com
(484) 507-2693

Celina Ehrlich
General Manager
cehrlich@whipradiotu.com
(919) 696-5398

PAYMENT OPTIONS

Check | Journal Entry Transfer | Credit Card

1101 W. Montgomery Ave. Philadelphia PA
(215) 204-9450
whipradiotu.com