

WPGU 107.1 FM

FORMAT

WPGU-FM is “Champaign’s Alternative,” known for its unique music selection of alternative favorites from the 1980s to today, daily newscasts offering a student voice on local issues, and college and professional sports talk. WPGU is the Champaign-Urbana area’s only source for classic alternative rock bands like Weezer, Red Hot Chili Peppers, Vampire Weekend, Talking Heads, The Killers, Gorillaz and CAKE, as well as the newest alternative names like Rex Orange County, Samia, Japanese Breakfast, Clairo, Phoebe Bridgers, Soccer Mommy, Beach Bunny, Glass Animals and Still Woozy. As a top-destination music town, Champaign-Urbana knows to turn to WPGU for the best of its local artists who have gone on to make it big in the alternative music scene—such as Elsinore, American Football, Ashland and Tara Terra—and for the up-and-coming artists following in their footsteps.



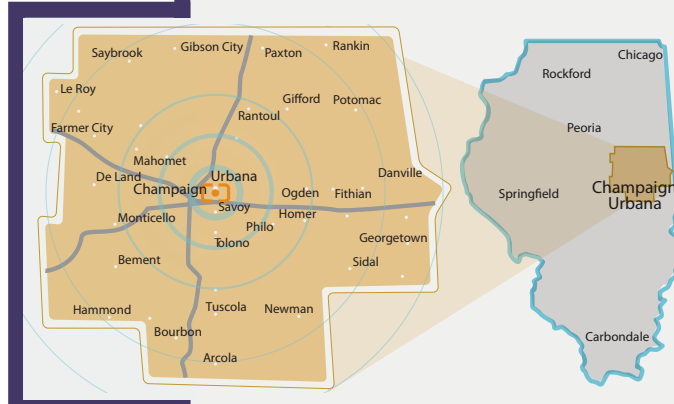
AUDIENCE

WPGU’s programming and music selection targets 18-to-34-year-olds, including the more than 52,000 students at the University of Illinois Urbana-Champaign and its nearly 18,000 faculty and staff members. Our listeners tune in to 107.1 FM in their cars, at work, at home, and across college campuses throughout central Illinois. WPGU maintains a thriving audience of local listeners who have known WPGU as a radio innovator and beating heart of the Champaign-Urbana music scene since 1953.

WPGU’s audience of young adults is establishing brand name loyalties now as they move into their peak spending years. WPGU listeners are intelligent, informed, young, and energetic consumers who value experiences over products. They are interested in and knowledgeable of alternative, indie and local artists. Many WPGU listeners show their support of their favorite bands by attending shows in town and connecting with WPGU on social media.

SIGNAL

WPGU broadcasts a 3,000-watt signal, reaching an effective radial coverage area of 50 miles. WPGU can be heard throughout Champaign County as well as parts of Douglas, Ford, McLean, Piatt and Vermillion Counties. WPGU.com streams worldwide.



SPONSORSHIPS OPPORTUNITIES

MORNING COFFEE RUN

Listeners wake up early to catch WPGU’s morning show during their commute. Morning Coffee Run airs Monday through Friday from 7 a.m. until 9 a.m., discussing pop culture, current events, music news and all the things your coworkers will be talking about at when you get to the office.

FLASHBACK CAFE

As WPGU’s longest running show and a local standard, Flashback Café airs classic and first-wave alternative favorites from the ‘80s and ‘90s Monday through Friday from 11 a.m. to 1 p.m.

REQUEST LIVE

WPGU listens back from 3 p.m. until 5 p.m. Monday through Friday as it opens its phones to take listener calls on air requesting their favorite alternative hits.

ILLINI DRIVE AT FIVE

Reach sports fans on their drive home from work as WPGU airs exclusive content by Daily Illini sportswriters offering insight and analysis on University of Illinois and professional sports.

WPGU NEWS

Every weekday from 5 a.m. to 5 p.m. listeners tune in to WPGU to get an hourly newsbreak with all the essential headlines. From local news to state and national politics, arts and entertainment updates, sports scores, and more, listeners know that WPGU offers an informed and educated student voice on the important issues of the day. WPGU News is also available on all major podcast streaming platforms.

We offer a wide variety of promotional plans and packages that can be tailored to fit your needs and budget.