

WPRB



103.3 FM PRINCETON, NJ WPRB.COM

WPRB 103.3 FM is a 14,000-watt commercial non-profit independent radio station based in Princeton, New Jersey and located on the campus of Princeton University. Our station is run by students and our DJs are a diverse range of volunteers from the local area and the University community. Founded in 1940, we are the oldest college FM radio station in the nation and can be heard throughout New Jersey and much of the Philadelphia area. WPRB boasts an eclectic mix of freeform music programming including classical, jazz, rock, world and more – with a listenership that's as diverse as what you'll hear on our airwaves.

Every fall, WPRB 103.3 FM holds a membership drive to raise funds and meet our annual operating costs. While our station is located on Princeton's campus, we receive no direct funding from the University. We are an all-volunteer organization but there are still costs we cannot eliminate, and we must raise much of our budget from our listeners.

Since we introduced our membership drive in 2007, WPRB has been fortunate to benefit from collaboration with many artists, including John Cei Douglas, Tim Gough, Ed Moorman, and Gregory Pizzoli. Their contributions have graced the exclusive merchandise – T-shirts, hooded sweatshirts, tote bags, and more – we give as premium items to donors. Every year, we search for talented artists, and this year we hope you will consider contributing an illustration or design. We rely on the generous efforts of hundreds of volunteers to make our drive a success and raise the money necessary to keep WPRB afloat – and your help will make a big difference for us.

In exchange for your artwork contribution, which is tax-deductible, we will match the cost of your services with an advertising package at absolutely no cost. This advertising package offers:

- On-air recognition at every microphone break throughout the duration of the membership drive.
- Premium placement on the WPRB website and all membership drive press materials.
- Hundreds of WPRB supporters wearing your artwork in the tri-state area – not to mention our listeners from all over the globe!

You can see some of the fantastic contributions from past membership drives on the attached page. We are open to any ideas that you might have, and would love for you to take complete artistic freedom with the art you decide to create.

We are looking forward to hearing back from you and hopefully working with you in the upcoming weeks, and we thank you again for your support of WPRB!

Sincerely,

Alaap Parikh
Development Director
development@wprb.com



Artwork Specifications

- No larger than 12 x 12 inches (30.5 x 30.5 cm)
- 600-1200 DPI
- 3 Colors Maximum
- Accepted file formats: .ai, .eps
- Needs to say “WPRB 103.3 FM” in the design (You can also add wprb.com)
- Appropriate for all ages

Other than these specifications, we are very flexible and give you complete creativity with your artwork. Our drive premiums are flexible in shape, size, and form based on the artwork we receive from you. Again, we’d like to thank you for your support of WPRB!

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Artwork from Previous Membership Drives

