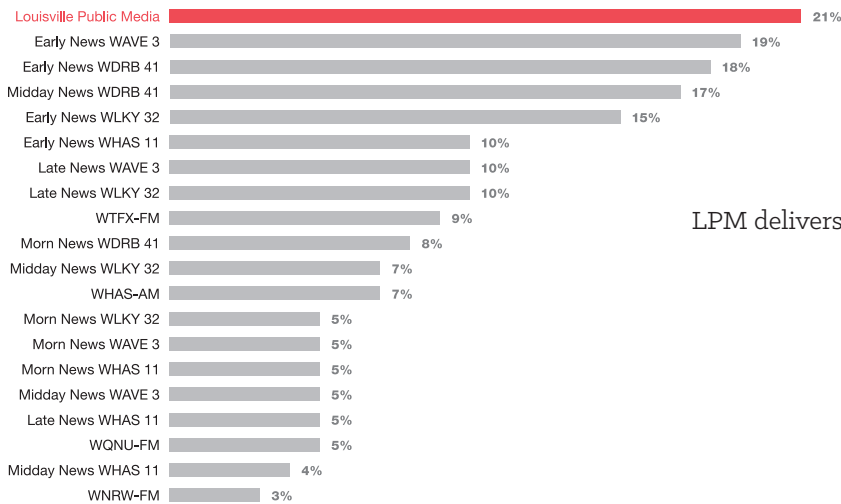


ALL CLICKS ARE NOT CREATED EQUAL

The digital platforms of WFPL, WUOL, WFPK and KyCIR give your business the multi-platform opportunity to reach Greater Louisville's *most loyal* media audience – now more than 200,000 people strong – with the highest levels of household income, AND the heaviest levels of internet engagement and e-commerce activity.

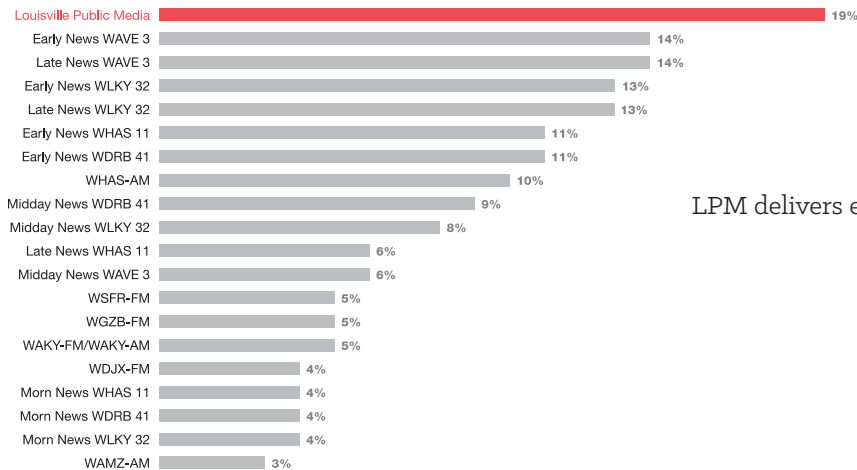
This massive, powerful and virtually unduplicated media ecosystem is an essential ingredient in the marketing plan of your quality-oriented business.

Louisville's Heavy Internet Users



LPM delivers heavy internet users.

Louisville's E-Commerce Customers 12+ Purchases/Year



LPM delivers e-commerce shoppers.

DIGITAL THAT CONNECTS

LPM digital platforms offer businesses the same “halo of credibility” that extends over our on-air messaging. LPM digital ads offer *consumer connection that creates reaction*.

Because we value and respect the attention and support we receive from our audience, we do not offer programmatic or predatory ads — intrusive, irritating digital ads that

today’s consumers overwhelmingly reject. LPM does not participate in ad sharing networks.

LPM is a high quality publisher. We enable our sponsors to serve the right message to the right person at the right time, in a contextually relevant environment, with massive share of voice.

Our benefits include:

- Strong demographics
- Unmatched brand affiliation/halo
- Unduplicated audience
- Competitive separation
- Multiple channel support
- Consumer accepted ad products
- Large share of voice/ultra low clutter
- Accurate analytics and attribution
- Custom solutions
- Affordability/efficiency
- Control
- i.a.b. ad standards
- Contextual relevance
- Strong “middle of the funnel” influence
- Multi-device engagement
- Relationship beyond the sale - strong “lifetime customer” potential

MONTHLY IMPACT

Monthly Audio Streams

1,057,568

Monthly Audio Listeners

54,128

Monthly Page Views

350,000+

Cumulative Station App Downloads

16,500

Podcast Downloads

5,600 per month

Opt-in Member Newsletters

33,000 (16,500 – 2X per month)

Facebook

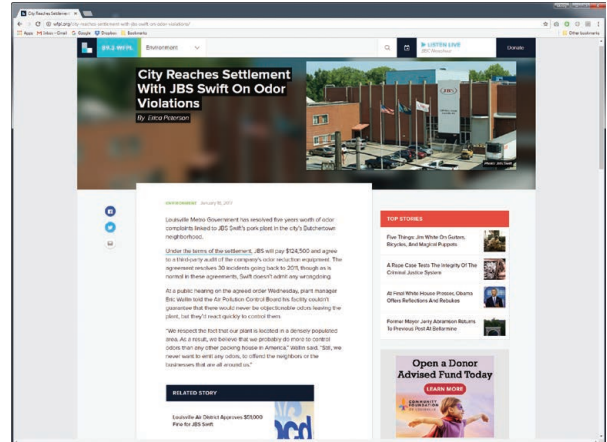
45,000+ “likes”

Twitter

35,000+ followers

WEB TILES

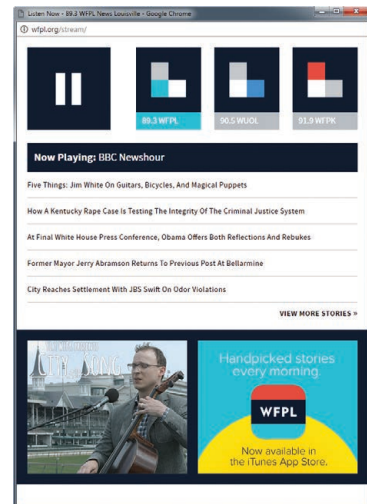
Business sponsors can buy web tiles on all of LPM's websites - WFPL, WUOL, WFPK and the Kentucky Center for Investigative Reporting. Ads on all sites are 300x250 and link to your business website.



LIVE STREAMS

Use of LPM Live Stream services has skyrocketed over the past few years, now with 100K+ per month. Our Live Stream web pages are optimized for mobile use.

Live Stream sponsor opportunities include one of only two 300x250 ads that appear on desktop, laptop, and tablet, and/or a :10 audio pre-roll before the stream begins.



PODCASTS

LPM offers a variety of podcasts, with even more on the way. Business sponsors can have :15 second pre-roll or mid-roll audio spots, depending on the podcast.

MOBILE APPS

Use of LPM stations' digital audio streams has exploded in recent years, and mobile devices are another avenue for our audience to engage and listen to their favorite stations.



The LPM 3-Station Listening App, WFPL news aggregate app and WFPK's app offer your business the opportunity to reach LPM listeners via their favorite mobile device. Ads on all three apps link to your business URL.

With more than 16,500 downloads so far, LPM Mobile App sponsorship reaches your best customers and prospects while they're on the go.

NEWSLETTERS

LPM publishes a number of different regular newsletters, from our three station-specific bi-weekly newsletters, WFPL's daily news aggregate and KyCIR's newsletter with investigative in-depth stories.

Station specific Member News is offered on a bi-weekly basis and is sent to about 16,500 members with an open rate of 22% to 26%. Ads in Member News include a link to your URL.

