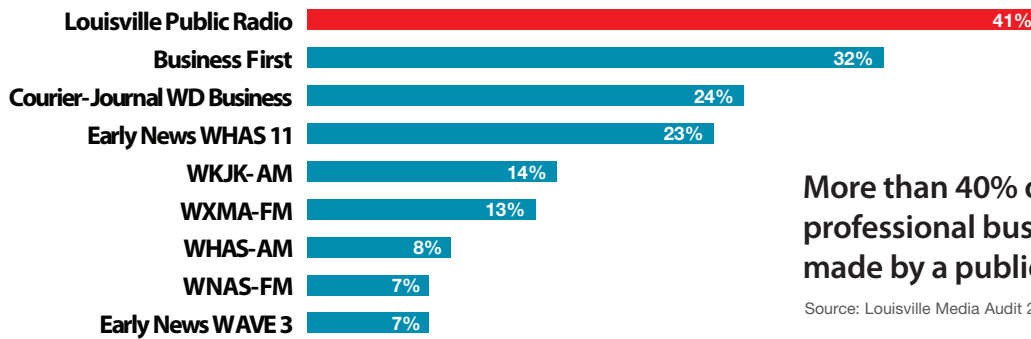




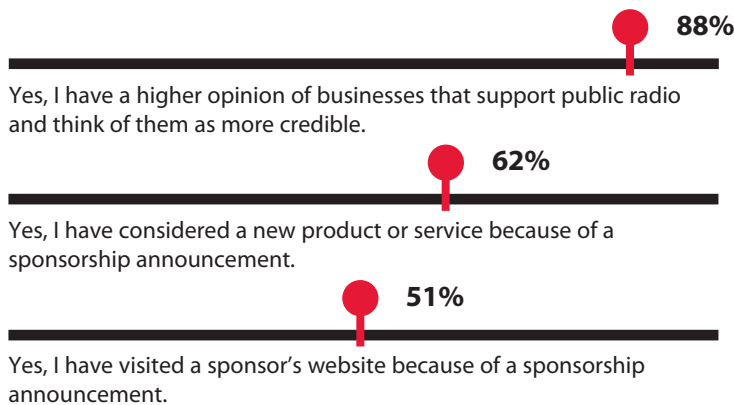
Photos by Donald Vish

# The Definitive Business-to-Business Voice in Louisville May Not Be What You Think



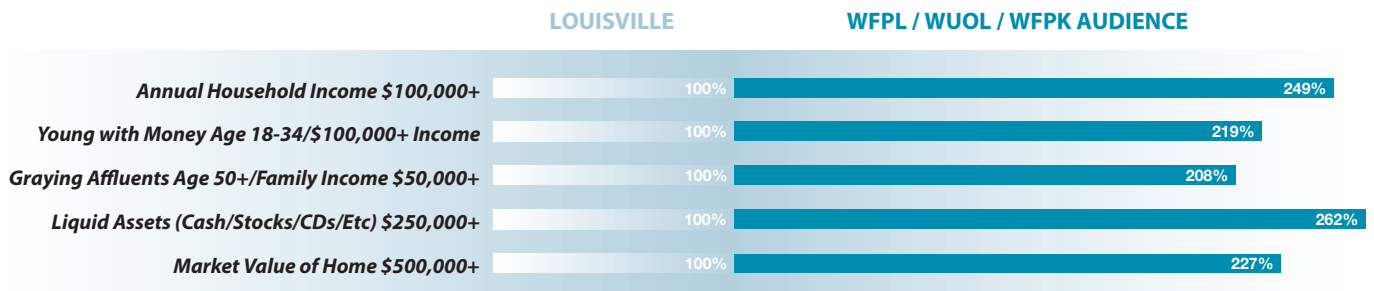
More than 40% of Louisville's professional business decisions are made by a public radio listener.

Source: Louisville Media Audit 2010



Public Radio is the market's #1 media destination for professional or technical business influencers.

Source: Louisville Media Audit, Dec 08 - Jan 09



Turn up your traffic. Put your message on Public Radio.

