

Louisville Public Media is Louisville B2B's Most Powerful Voice

Sponsorship on Louisville Public Media creates a powerful connection to listeners who are well educated, affluent and community-minded. Legal, wealth management, accounting, insurance and other professional practices **benefit from greater credibility, brand awareness, loyalty and community standing** by including public media sponsorship in their marketing plans.

Louisville Public Media Generates Marketing Results!

78% have taken action as a result of hearing sponsorship messages on public radio

88% have a more positive opinion of public radio sponsors

80% prefer to buy products or services from public radio sponsors

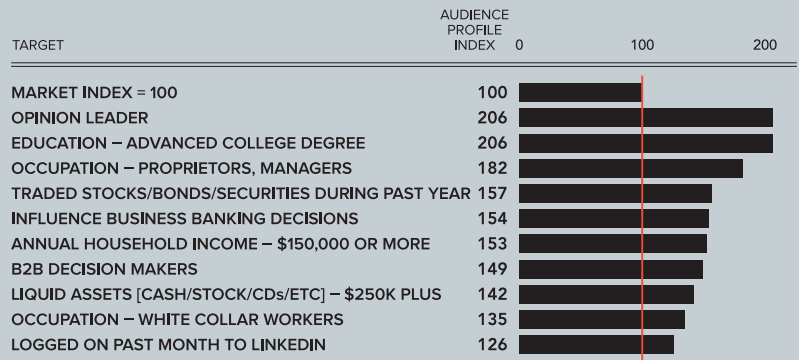
Source: Jacob's Media



89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR | D6502



MORE LIKELY THAN THE AVERAGE LOUISVILLIAN



LONG TERM SPONSORS GAIN GREATER AWARENESS

Percent of NPR “audience aware of sponsor” grows over the years

Before Sponsorship



1 Year Later



3 Years Later



Awareness among NPR listeners after the 3-year campaign was 34% higher than non-listeners’ brand awareness.

Source: NPR Listener Surveys, 2007-2011; conducted by Lightspeed Research