

Connect with an active audience of more than 260,000 who love to get out and enjoy all our city has to offer!

In a community known for its amazing array of places to go and things to do, the challenge is to stand out and stay top of mind.

Sponsorship on Louisville Public Media brands your restaurant or venue as a community destination – local, high quality, involved. It also keeps your establishment top of mind with an audience that loves food, loves going out, and loves sharing their positive experiences with others.

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

- 76%** more likely to be a frequent wine drinker
- 44%** more likely to be a frequent restaurant diner
- 37%** more likely to be a frequent beer drinker
- 90%** more likely to visit bars or night clubs
- 109%** more likely to attend pop/rock music concerts
- 136%** more likely to attend opera/symphony/theatre
- 22%** more likely to visit a major theme park
- 27%** more likely to have a college degree
- 186%** more likely to shop at Trader Joe's
- 208%** more likely to buy "green – good for environment" regularly

Source: Louisville Media Audit 2016

LONG TERM SPONSORS GAIN GREATER AWARENESS

Percent of "audience aware of sponsor" grows over the years

BEFORE SPONSORSHIP

17%

1 YEAR LATER

47%

3 YEARS LATER

71%

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

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