

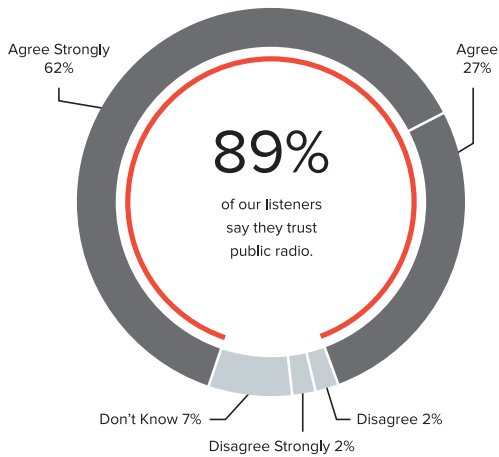
Connect with an audience who plan to purchase a home!

The Louisville Public Media audience delivers **36%** of those with a \$50K+ household income who plan to purchase a home in the next two years, **214% above market index.**

This represents **22,000+ listings.**

Trust remains the most important consideration for home sellers as they consider their agent options.

No marketing option delivers trust like LPM, where our broadcast and digital platforms deliver more credibility than word of mouth from a friend.



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 | D502



THE 260,000+ PEOPLE IN THE LPM ECOSYSTEM ARE MORE LIKELY THAN THE AVERAGE LOUISVILLIAN

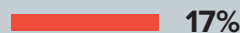
- 244%** more likely to buy a home in next two years w/\$50K+ annual income
- 169%** more likely to be an affluent blue collar worker w/ family income \$75K+
- 106%** more likely to be an opinion leader
- 53%** more likely to have HH income of \$150K+
- 51%** more likely to be an affluent empty nester
- 49%** more likely to be a B2B influencer
- 435%** more likely to have home market value \$200 - \$299K
- 43%** more likely to be a financial optimist

Source: Louisville Media Audit 2016

LONG TERM SPONSORS GAIN GREATER AWARENESS

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

BEFORE SPONSORSHIP



1 YEAR LATER



3 YEARS LATER



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