

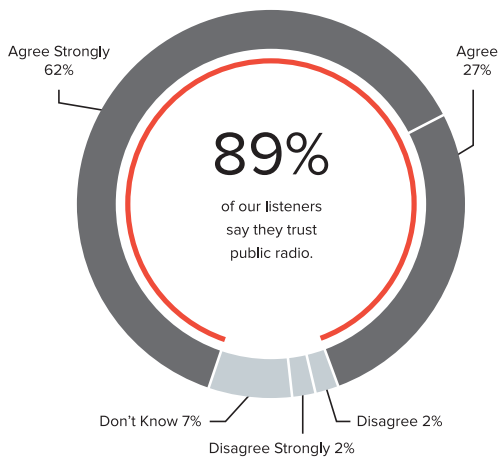
Louisville Public Media is the hub of Louisville's economic influence.

The 260,000+ weekly users who make up the Louisville Public Media ecosystem account for more than **\$1.5 billion** in annual household income.

That's a lot of clout.

In addition, LPM reaches almost 20% of the market's B2B influencers and business banking decision makers.

In an industry where trust is essential, LPM delivers, with broadcast and digital message platforms that are more trusted 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 | Do502



MORE LIKELY THAN THE AVERAGE LOUISVILLIAN

- 106%** more likely to be an opinion leader
- 65%** more likely to have a home value of \$500K+
- 57%** more likely to trade stocks, bonds, and securities
- 54%** more likely to influence business banking decisions
- 53%** more likely to have an annual household income of \$150K+
- 52%** more likely to have an IRA
- 49%** more likely to be a B2B decision maker
- 42%** more likely to have liquid assets of \$250K+
- 30%** more likely to have a household income of \$300K+

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