

The Benefits of High Integrity, Opt-in Digital Marketing with LPM

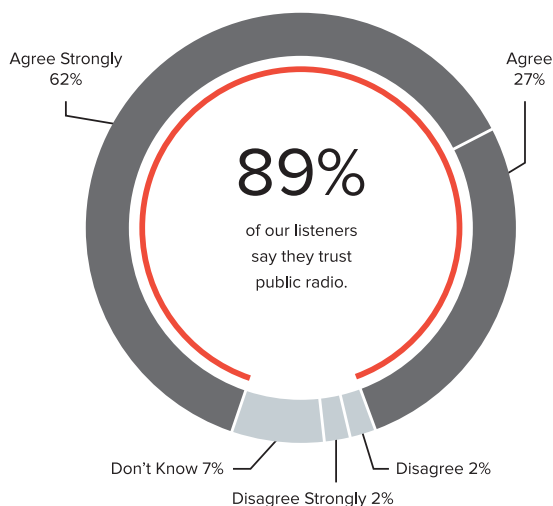
Louisville Public Media members are invested. They've made a values connection with their time, their attention, and their dollars. They seek our content through proactive web visits and opt-in newsletters, and value the respect we have for their privacy. That's why member support is at record levels, and more than 250,000 active users regularly rely on our digital content. As our sponsor, that trust extends to you, across all of the media platforms where we broadcast or publish.

By including one or more options from Louisville Public Media websites, newsletters, audio streams and podcasts in your marketing plan, you not only extend the reach and frequency of your message, you also enjoy a platform for visual recognition, for making a specific offer in a clickable setting, and for directly measuring your results. An end-of-funnel digital element offers you a significant opportunity to increase return on the investment you have made in on-air brand building.

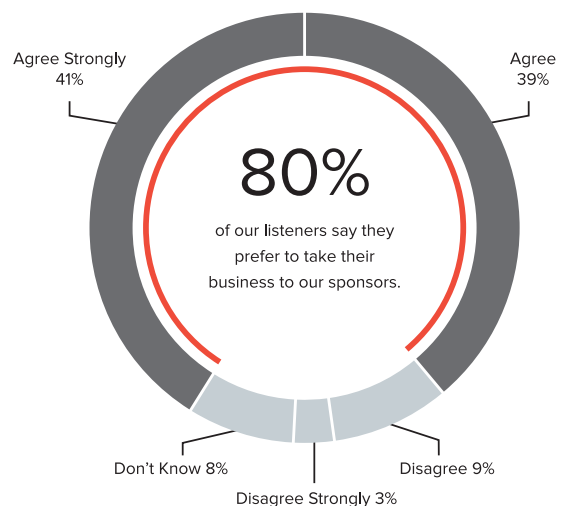
- LPM opt-in email open rate averages 24%, 47% above industry average
- The market's most-trusted media provider, a halo of credibility that extends to you
- Market-leading demographics
- Ultra-low clutter, high-quality platforms raise your share of voice and credibility
- Exceptional value, trustworthy fulfillment, reliable analytics

Trust Translates Into Results

PUBLIC RADIO = TRUST



PUBLIC RADIO = LOYALTY



Jacob's Media, Underwriting Research Review



78% of listeners have taken action based on hearing a sponsor message



70% of listeners hold a more positive opinion about public radio sponsors



65% of listeners prefer to buy products and services from public radio sponsors

Source: NPR® Sponsorship Survey, Lightspeed Research 2013, 2016

Your LPM representative will work with you to craft a targeted, multiplatform campaign that cultivates awareness, creates affinity for your brand and generates results.



We create clear and direct messages based on your goals



Our highly engaged audience hears your messages in a clutter-free, active-listening environment



Our exceptionally devoted fans connect your support with quality, credibility and community-mindedness

WHO WE REACH



Weekly Broadcast Listeners
213,900*



Unique Monthly Web Visitors
192,000



Monthly Stream Listeners
44,000



Monthly Podcast Downloads
92,000



Social Media Followers
119,344



Do502.com Events
48,372



LPM-Produced Event Attendees
85,000+

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