

Make a powerful connection to medical consumers and referral sources!

Louisville Public Media reaches more than 260,000 of our most influential citizens every week.

Sponsorship on Louisville Public Media creates a powerful halo of credibility, affinity and community involvement with listeners who are well educated, well insured, and have financial resources for elective healthcare.

The Public Radio audience is also rich with fellow practitioners, opinion leaders and influencers – driving professional referrals and trusted social recommendations.

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

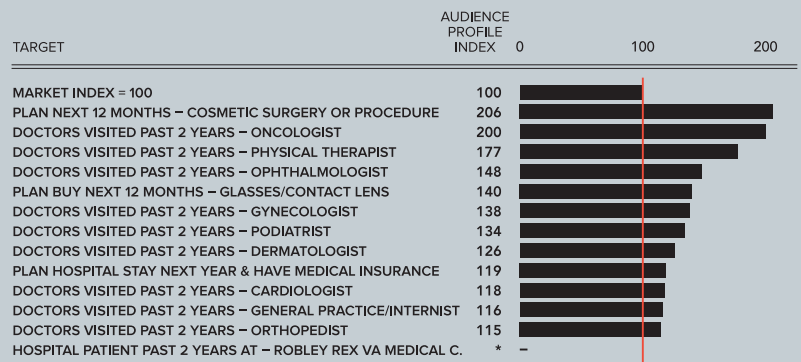
Source: Jacobs Media



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

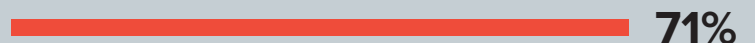
Before Sponsorship



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