Connect with a large, active community that loves to support local retail and share their great experiences with others!

Sponsorship with Louisville Public Media brands your business as a community destination – local, high quality, involved. It also constantly keeps your business favorably top-of-mind with well educated, affluent influencers.

Louisville Public Media Generates Results —

because, unlike cluttered commercial media, our message platforms are favorably received and believed:

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

223% more likely to take a college level course this year
214% more likely to buy a home this year
208% more likely to “buy green” good for environment
136% more likely to attend a cultural event
109% more likely to attend pop/rock music concerts
97% more likely to purchase/download music
76% more likely to consume wine regularly
72% more likely to buy furniture this year
54% more likely to be a working woman
53% more likely to have a $150K+ household income
51% more likely to buy a car this year
46% more likely to buy a major appliance
44% more likely to be a frequent restaurant diner
33% more likely to purchase men’s clothing
24% more likely to participate in lawn/gardening
21% more likely to purchase women’s clothing
20% more likely to remodel their home this year

Source: Louisville Media Audit 2016

208% more likely to “buy green” good for environment

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