

DIGITAL OVERVIEW

Every month, more than 350,000 listeners, visitors, streamers, downloaders and social media users opt in with Louisville Public Media.

91.9 WFPK

89.3 WFPL

90.5 WUOL

KyCIR

Do502



**LOUISVILLE
PUBLIC MEDIA**

HEAR IT, SEE IT, CLICK IT

MULTI-PLATFORM ENGAGEMENT

Listening

- On-Air: Monthly Unduplicated Cume (WFPL + WUOL + WFPK) 288,000
- Live Stream: 400,000 monthly stream starts, 49,000 uniques

Web Visits

- LPM Websites: 278,000 monthly uniques, 558,000 pageviews
- Do502 Website: 57,000 monthly uniques, 178,000 pageviews

Opt-in Newsletters

- LPM Member eNews: 48,884 subscribers
- WFPL Daily News: 14,000 subscribers
- Do502 email: 53,000 subscribers

On Demand

- LPM Podcasts: 62,000 monthly downloads

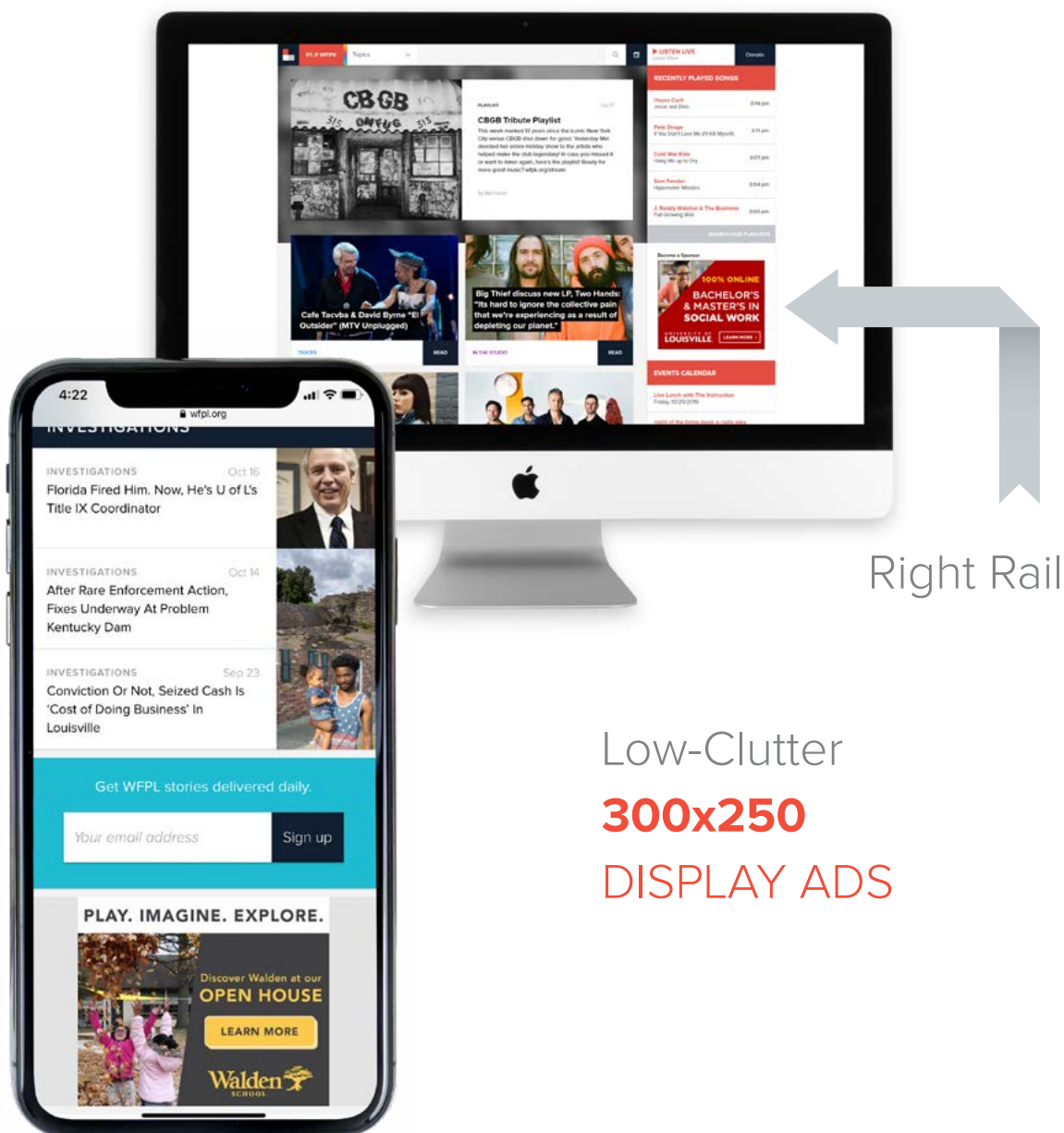
Social (as of November 1, 2019)

- LPM followers: 116,000
- Do502 followers: 45,000

A 2016 study by the Advertising Research Foundation compared 5,000 advertising campaigns and discovered that **a second media platform can increase return on investment by 19%**.

Louisville Public Media matches media mix and audience with campaigns that provide the benefits of public radio and leading digital tactics.

Louisville Public Media engages our community with award-winning content on a variety of digital platforms, including our websites, an ultra-low clutter environment where ads are optimized across multiple devices.



Right Rail

Low-Clutter
300x250
DISPLAY ADS

ON-DEMAND AUDIO STREAMING

Connect with our large and growing live-stream audience wherever they listen.

10-Second Audio Pre-Roll

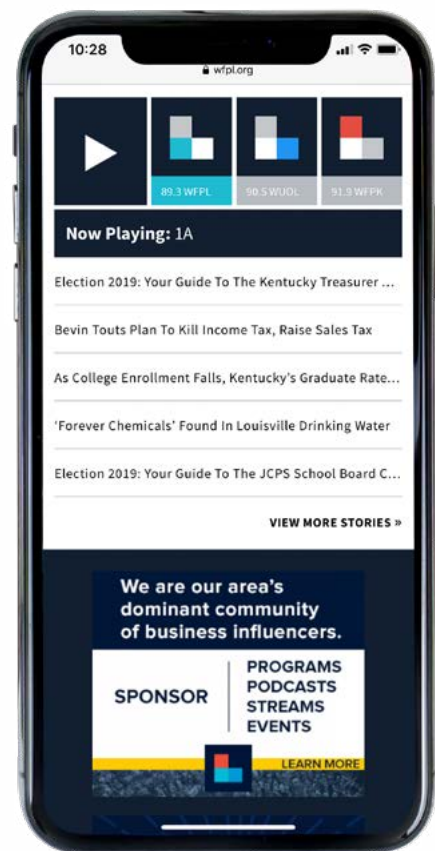
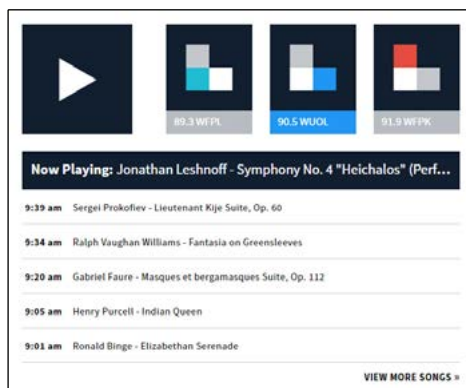
Two pods of two ads per pod.

Three continuous audio streams available:

89.3 WFPL News Louisville

90.5 WUOL Classical Louisville

91.9 WFPK Independent Louisville



American Audiences of Streaming Radio Have Risen Steadily Over The Past Three Years

61%

listen to online radio monthly

29% increase
from 2014

53%

listen to online radio weekly

47% increase
from 2014

26%

stream audio in the car monthly

85% increase
from 2014

Source: *The Infinite Dial* ©2017 Edison Research and Triton Digital

LPM PODCASTS

LPM produces an extensive and popular podcast library, including *In Conversation*, *Strange Fruit*, *Here Today*, *Curious Louisville*, and *Kentucky Politics Distilled*, among others. *The Music Box* was recently a **New York Times Top Pick**. LPM podcast fans download more than 62,000 LPM podcasts every month.

LPM offers our podcast sponsors exclusively mid-roll message positioning, which is better received by podcast fans.

Podcast Advertising (Agree/Disagree)

60% AGREE

You appreciate podcast advertisers for supporting your favorite podcasts

Public Radio Podcast Listeners

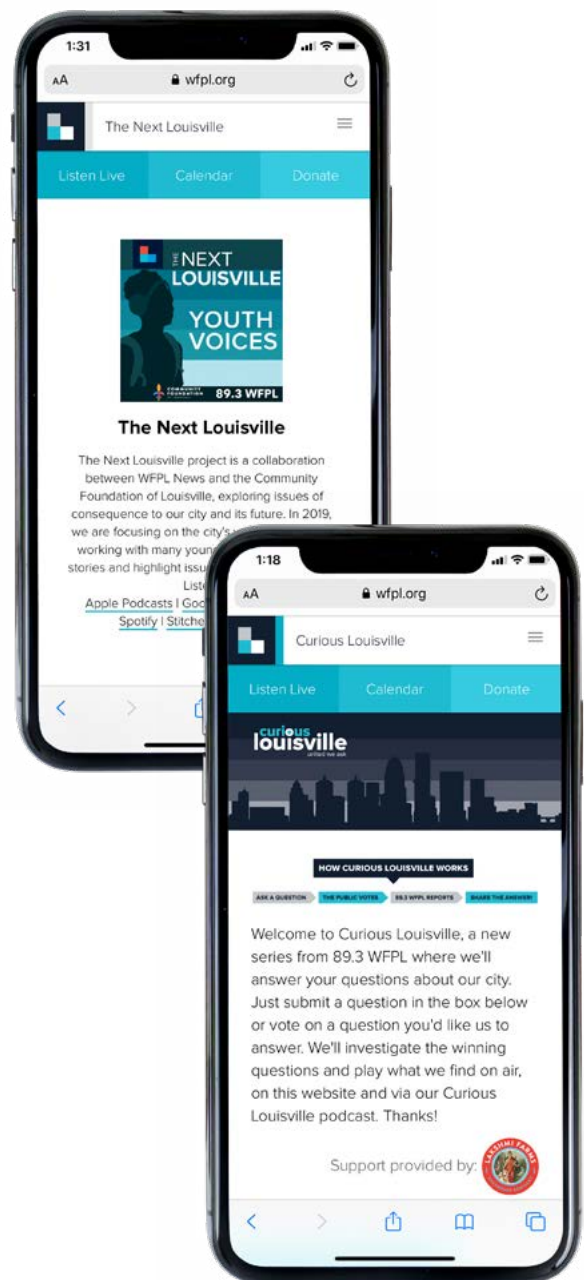
85%

have listened to a public radio podcast in the past week

85%

consider public radio podcasts essential listening or favorites

Source: Edison Research



Do502

Do502.com is Louisville's go-to calendar service for more than 57,000 people every month. They depend on Do502 as the how-to manual for experiencing our city, with user-curated daily event listings for more than 150 venues and organizations across the metro area.

Do502 DELIVERS 21-44 YEAR-OLDS

The Do502 Audience



50% 21-34 years
40% 35-44 years



HHI = \$92K



54% Female
46% Male



6x more likely to see live music



70% Single
65% No Kids



4x more likely to be the organizer in their group outings

- A variety of web and newsletter display ad options
- Topical User Guides
- More than 53,000 opt-in newsletter subscribers
- 44,000 social media followers



Best Local Website – Do502.com

NEWSLETTERS

LPM serves a highly engaged, core-loyal audience of almost 116,000 opt-in newsletter subscribers. LPM newsletter sponsorship offers favorable visual recognition and clickable conversion in a high-integrity environment.

LPM Member News – 48,884 subscribers

Filled with member News, Exclusive Member Perks and upcoming program highlights. Published 2x per month.

WFPL Daily News – 14,000 subscribers

Our top stories published first thing in the morning, every Monday through Friday.

Do502 email – 53,000 subscribers

Packed with highlights of what to do during the week and over the weekend, plus giveaways and special promotions. Published every Monday and Friday.

The screenshot displays a professional newsletter layout. At the top, there's a banner for a clinical trial. Below that, the main header identifies the sender as '89.3 WFPL NEWS LOUISVILLE'. The primary content area features a 'Get ready for Election Day' guide with a 'VOTE' button. A secondary section, 'This Week in Conversation', highlights a discussion with Rick Howlett. The 'Member Perks' section lists two events: 'Fringe Fest' and 'Holiday Choral Festival'. An 'Upcoming Events' section follows, listing 'LVA Open Studio Weekend' and 'A/Tonal Ensemble'. A 'Support for this newsletter comes from' section promotes 'SCHOOLS' OUT CAMPE' and 'GLORY DENIED'. The footer contains social media icons and contact details for Louisville Public Media.



LOUISVILLEPUBLICMEDIA.ORG

WFPL.ORG ▪ WUOL.ORG ▪ WFPK.ORG ▪ KyCIR.ORG ▪ DO502.COM

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