

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



**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

Opt-in Newsletters

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

On Demand

- LPM Podcasts: 62,000 monthly downloads

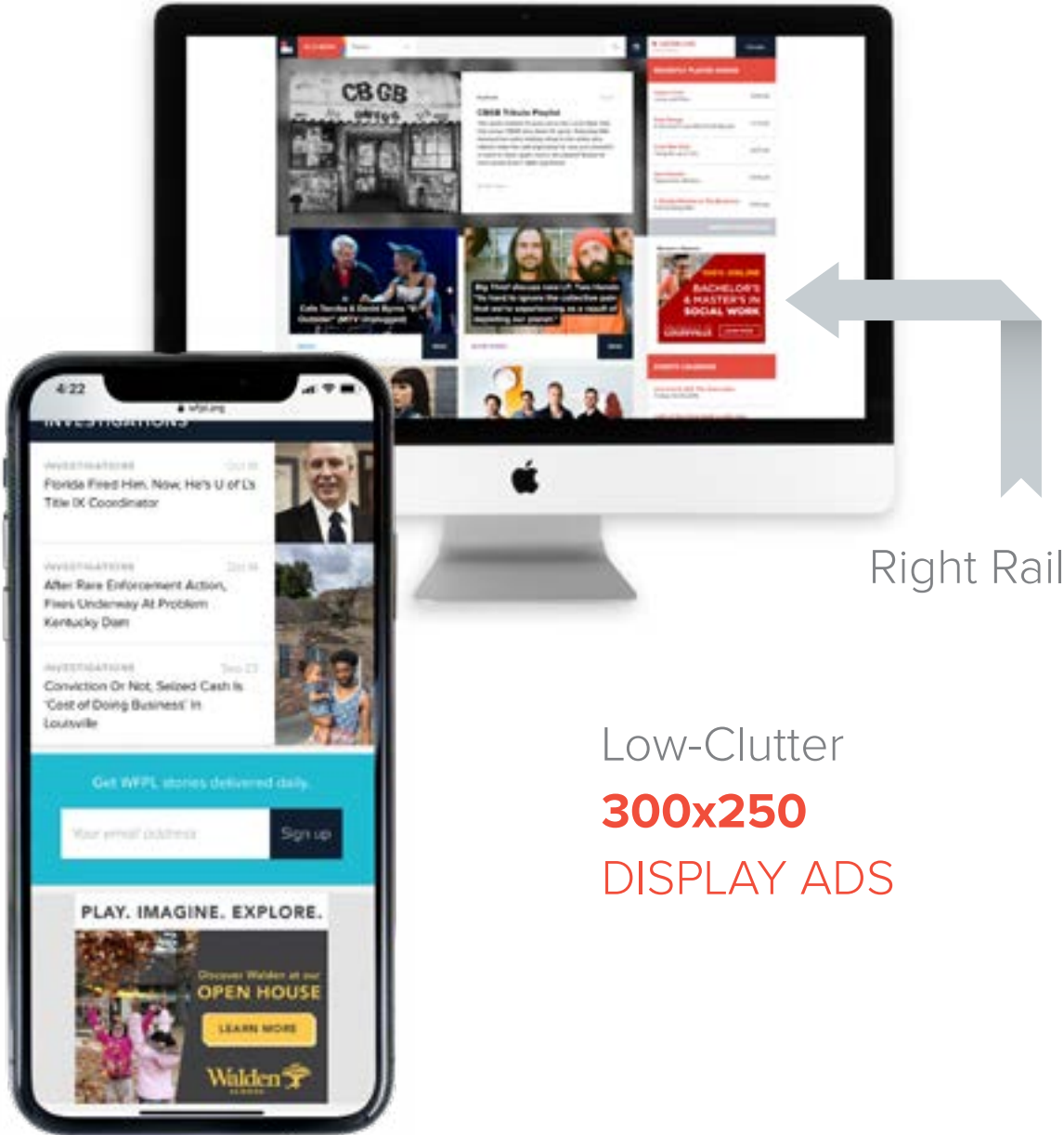
Social (as of November 1, 2019)

- LPM followers: 116,000

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

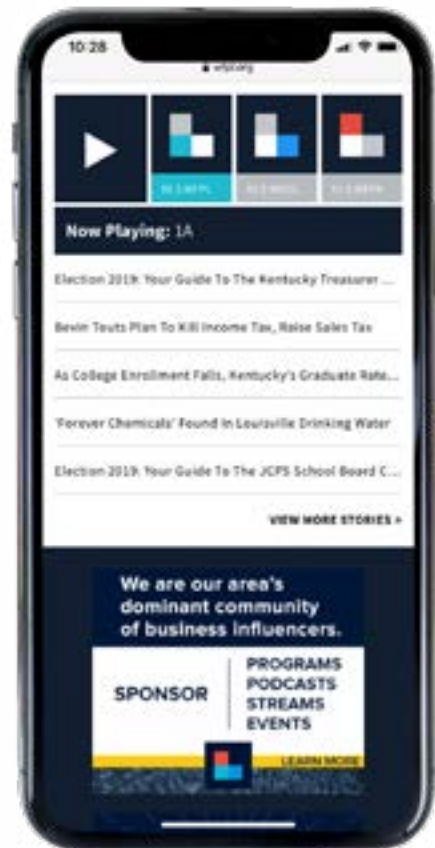
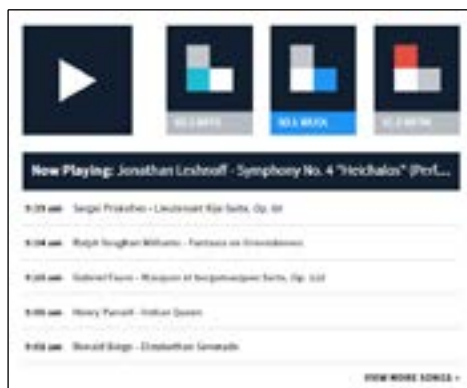
Connect with our large and growing live-stream audience wherever they listen.

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

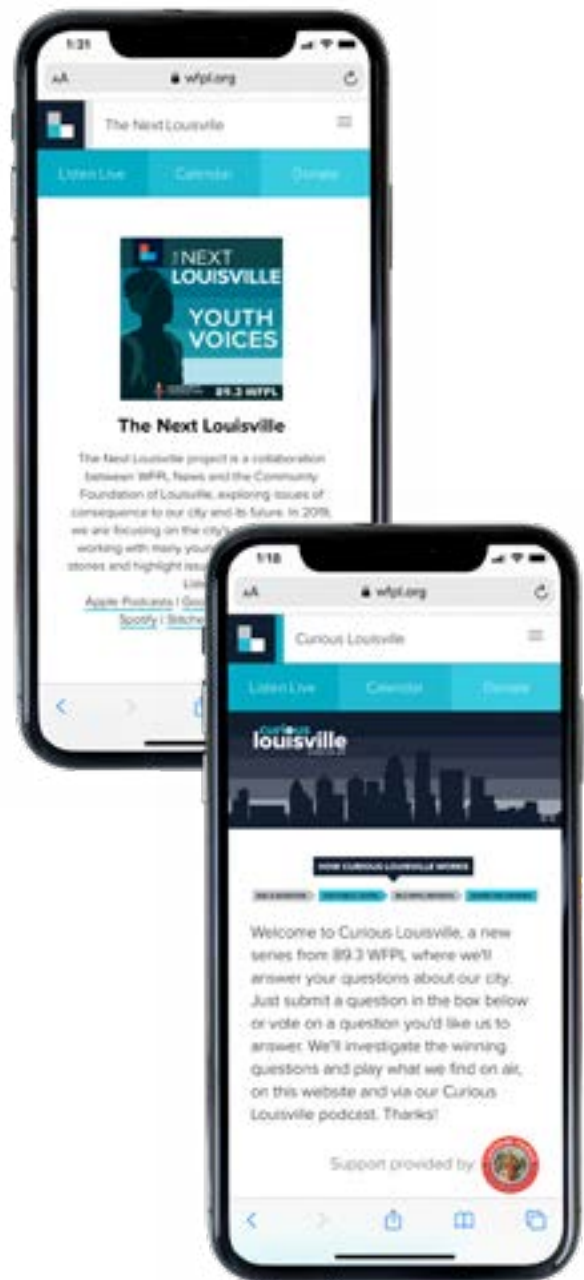
85%

have listened to a public radio podcast in the past week

85%

consider public radio podcasts essential listening or favorites

Source: Edison Research



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.



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