

## 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 influentials.

## 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



**LOUISVILLE  
PUBLIC MEDIA**

89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR



## MORE LIKELY THAN THE AVERAGE LOUISVILLIAN

- 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

## LONG TERM SPONSORS GAIN GREATER AWARENESS

### 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

“Louisville Public Media has proven to be a great addition to our marketing plan. We find the listener demographic to be a good match for our target customer. The announcements are subtle and unobtrusive and because of that have a better level of acceptance. It really works for us.”

— Pat Murphy, President and Owner, Murphy’s Camera



“Louisville Public Radio has been part of Quest Outdoors for thirty years. We share a bond with our customers in supporting and loving Louisville Public Radio, and over our store’s lifetime Public Radio has become the touchstone between Quest and our many amazing customers.”

— Ryan King, Owner, Quest Outdoors



“Merkley Kendrick Jewelers has been a sponsor of Louisville Public Radio for more than five years. Many of our customers and prospects are your listeners, and they often recognize and thank us for our loyalty to LPM. We have realized that many new customers visit our store because of our messages on the three LPM stations.”

— Brian S. Merkley, President/Owner, Merkley Kendrick Jewelers



“We love to be on Louisville Public radio because it’s a great match for our customer base. People are always coming in our stores to ask about a book they heard about on public radio. Carmichael’s has been on WFPL, WUOL and WFPK for most of our 30 years in business and will continue to do so because we find it not only a great value for our marketing dollars, but also because we believe in supporting a local institution like Louisville Public Media that makes our city a great place to live.”

— Carol Besse, Owner, Carmichael’s Bookstore



“Public Radio has been our preferred way of keeping The Irish Rover top of mind for nearly 20 years. Not only does it reach our customers, but they actually thank you for your support... I can’t think of any other advertising that provides that kind of return.”

— Michael Reidy, Owner, The Irish Rover



“Public Radio allows us to put our message of style and exceptional customer service in front of an upscale audience that appreciates fashion – and a good value in their eye wear.”

— Steve Baker, Owner, Korrek Optical

