

DIGITAL MARKETING GUIDE

New post-COVID reporting from The Nielsen Company show Louisville Public Media as the Louisville market leader in most-trusted digital alternatives. LPM's ultra-low clutter, 100% opt-in digital ecosystem delivers market leading shares of highly sought after users each month – your quality brand's best customers and prospects, who are difficult to reach anywhere else.

The LPM digital audience is:
(vs. the market average)

154% more likely to be 25-54

180% 180% more likely to have a \$100K+ household income

216% more likely to have a professional/managerial occupation

227% more likely to have a college degree

The LPM audience also leads ALL OTHER LOCAL MEDIA in reaching people who spend \$500+ online each year, with an extraordinary

25% MARKET SHARE

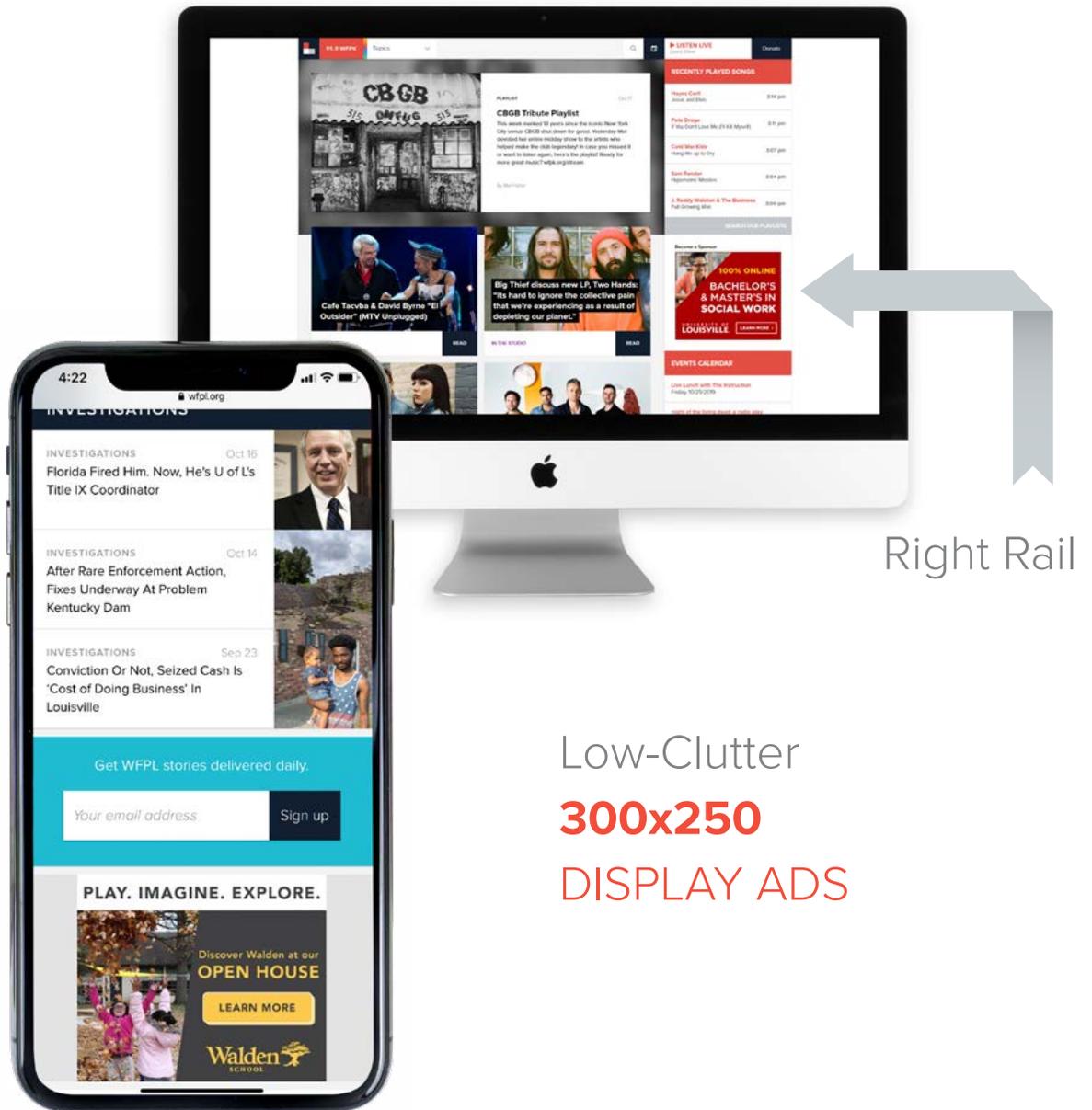
91.9 WFPK

89.3 WFPL

90.5 WUOL

KyCIR

Louisville Public Media engages the radio market’s largest website audience with award-winning content on a variety of digital platforms, including our websites, an ultra-low clutter environment where your ad is optimized across multiple devices, and can be tagged for topical alignment. LPM web ads are offered on a CPM basis.



Low-Clutter
300x250
DISPLAY ADS

LIVE AUDIO STREAMING

Connect with LPM users wherever and however they listen.

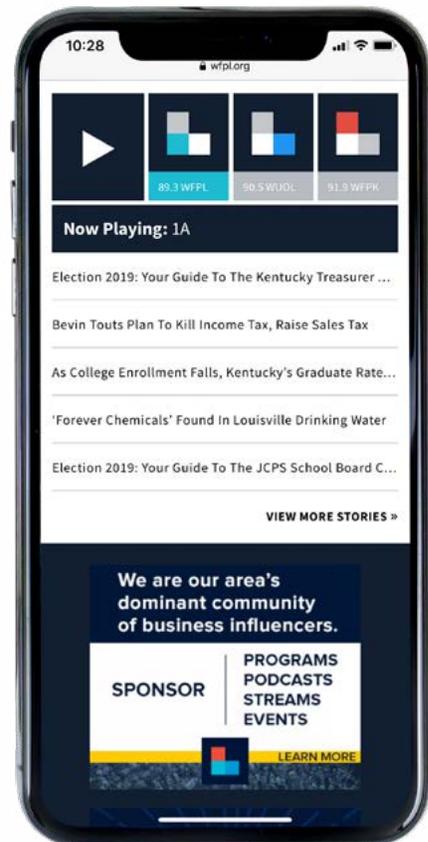
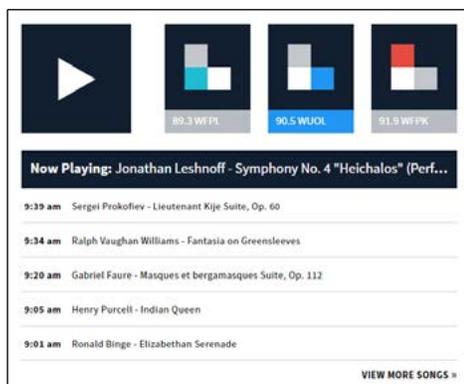
10-Second Audio Pre-Roll

Three continuous live audio streams:

89.3 WFPL News Louisville

90.5 WUOL Classical Louisville

91.9 WFPK Independent Louisville



Streaming Audio Audiences Have Risen Steadily

76 million

Americans now own at least one Smart Speaker, up **285%** since 2017

192 million

Americans, **68%**, listen to online audio monthly, up **28%** since 2015

45%

of Americans listen to in-car audio through a cell phone, up **41%** since 2015

LEADER IN PODCASTS

LPM is the local leader in the production and distribution of more than 20 different podcast titles across a variety of news topics and feature subjects.

The LPM podcast user skews younger, more affluent, more tech-savvy, and more loyal than the market average. The unique LPM halo of credibility is stronger than ever for our podcast sponsors.

LPM podcasts feature your 10-second mid-roll messages, customized for each show with enhanced creative guidelines.

155 million

Americans, 55% of the population, are now regular podcast listeners, up **67%** since 2015

6.5 hours

is the average time spent listening to podcasts, up **44%** since 2015

62%

of NPR podcast listeners prefer to purchase products or services from companies that support NPR podcasts

LPM NEWSLETTERS

Sponsor Banner 728 x 90

LPM serves a large, highly engaged, core-loyal audience with an assortment of 100% opt-in news, membership information, and topical titles.

Sponsor Tile 300 x 250

OUR NEWSLETTERS INCLUDE:

MEMBER NEWS

WFPL DAILY NEWS

ARTS, CULTURE, ET CETERA

PODCASTS

KENTUCKY CENTER FOR INVESTIGATIVE REPORTING

Sponsor Banner 728 x 90

89.3 WFPL NEWS LOUISVILLE

Latest News Coronavirus Tracker Donate

It's Wednesday, June 30

Update your summer wardrobe with a WFPL shirt from the Louisville Public Media online store.

Coronavirus

Kentucky reported 244 new cases of the coronavirus and 5 new deaths on Tuesday. Here are more numbers from Tuesday's report:

- Positivity rate: 1.88%
- Currently hospitalized: 176
- Currently in ICU: 52
- Currently on ventilator: 24
- Total deaths: 7,217

See how these numbers have changed over time.

Find vaccination sites here.

College Sports

Two Kentucky lawmakers say they will file a bill allowing student athletes to make money off their name, image and likeness (NIL) during next year's legislative session. Gov. Andy Beshear issued an executive order last week allowing college players to profit from NIL, this bill would go a bit further and make it state law.

Sponsor Tile 300 x 250

City Budget

Mayor Greg Fischer gathered with other metro officials Tuesday to outline how this upcoming year's budget will affect policing in the city. The budget for public safety services will quadruple in the 2022 fiscal year to nearly \$20 million. Budget priorities include retaining and recruiting officers, changes in how some 911 calls are handled, and measures to decrease gun violence.

Daily Diversion

It's time for a little romance in your day. NPR has some summer reading recommendations for romance novels, plus some info about the genre and how it is changing. [Read more here.](#)

WFPL's Coronavirus-Related Resources

- Here are answers to your questions about the Pfizer vaccine for 12-15 year olds.
- See how many vaccine doses have been allotted to Kentucky – and how many have been administered – with our COVID-19 Vaccine Tracker.
- Bookmark our coronavirus blog for the latest coronavirus news in the state.
- Here's a collection of resources when you need help with mental health, food banks, unemployment, testing, small business loans and more.

What Do You Think?

Do you have questions or feedback about our coverage? [Email us](#) or call the newsroom at 502-814-6550.

Support for This Newsletter Comes From:

LISTEN NOW

WFPL DAILY NEWS - BRIEFING - PODCAST

Welcome to APPALACH-AMERICA from the Ohio Valley Resource

LOUISVILLE PUBLIC MEDIA

DONATE NOW

LPM ALL-IN-ONE LISTEN APP

The LPM Listen app makes it easy for LPM's dedicated listeners to stream their favorite LPM stations and podcasts wherever they are. Your business receives 100% SOV on the open screen with a 320x50 ad with link.

