

Digital Engagement

Listeners, Visitors, Streamers,
APP Users, Friends and Tweeters
follow wfae.org

WFAE  **90.7**

CHARLOTTE'S NPR NEWS SOURCE

DIGITAL REACH

310,000 Monthly 24/7 Audio Streaming Sessions

35,500 Monthly Unique Audio Streaming Listeners

132,000 Monthly Website Page Views

55,000 Website Monthly Unique Visitors

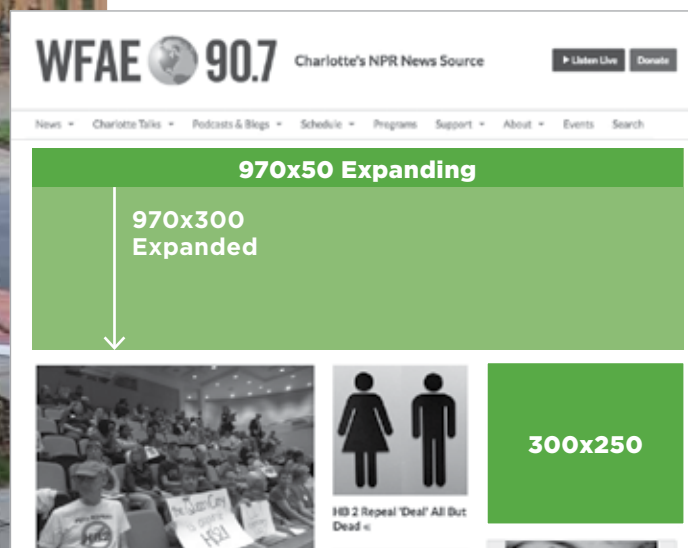
11,800 WFAE Mobile App Monthly Sessions

26,000 Social Media Connections

Estimates based on past metrics. Subject to change.

WFAE.ORG

WFAE.org engages an influential audience with award-winning content, providing a valuable interactive platform for sponsors.



Standard Computer

970x50 Expanding Banner
Top Center, Expands
to 970x300

300x250 Banners
Right Rail

Smartphone

320x50 Banner
Top Center

AUDIO STREAMING

Listeners connect with WFAE via digital audio streaming. Pre-roll sponsorship messages air at the top of each listening session across mobile and desktop devices.

Ad Units

- **15-Second** Audio Pre-roll
- **300x250** Synchronized Banner

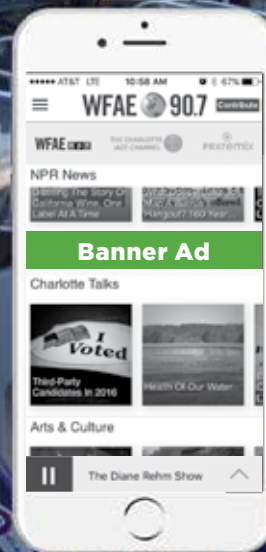
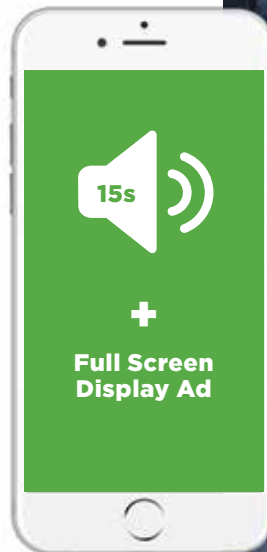


MOBILE APP

Fans engage using the WFAE mobile app, available on Apple and Android devices. Synchronized audio and full screen display result in a dynamic messaging mix.

Ad Units

- **Synchronized 15-Second** Audio Pre-roll and **Full Screen** Display Ad
- **320x50, 728x50, 1024x50** Banner Ads



*High resolution ads accepted.
See ad specifications for details.*



DIGITAL RATES

WFAE.ORG

MINIMUM ORDER \$250

CPM

970x50 Expanding Banner ROS

Top Center (970x300 expanded)

\$25

Minimum order \$2,000

300x250 Banner ROS

Right Rail

\$17

320x50 Smartphone Banner ROS

Top Center

\$8

AUDIO STREAMING

CPM

15-Second Audio Pre-roll

300x250 Synchronized Banner

\$20

Pre-roll and banner count as separate individual impressions

MOBILE APP

SOV

WEEKLY
PRICE

Synchronized 15-Second Audio
Pre-roll and **Full Screen** Display Ad

320x50, 728x50, 1024x50

Banner Ads (Banner size varies by
device. See ad specifications.)

50%

\$300

CPM = Cost per Thousand

ROS = Run of Site

SOV = Share of Voice

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