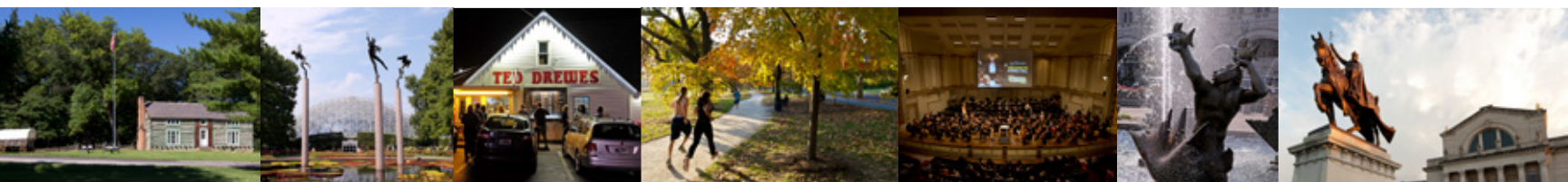




Connect with the People Who Shape Greater St. Louis

Providing the highest concentration of educated,
affluent and community-minded citizens,
St. Louis Public Radio | 90.7 KWMU
delivers an influential audience

St.Louis**PublicRadio**
90.7 KWMU





Each month, more than **429,000** different people listen to St. Louis Public Radio

Our audience is more likely than the average St. Louis resident to be:

EDUCATED

This contributes to making them more:

INFLUENTIAL

They drive trends through word of mouth and influence corporate and social networks

AFFLUENT

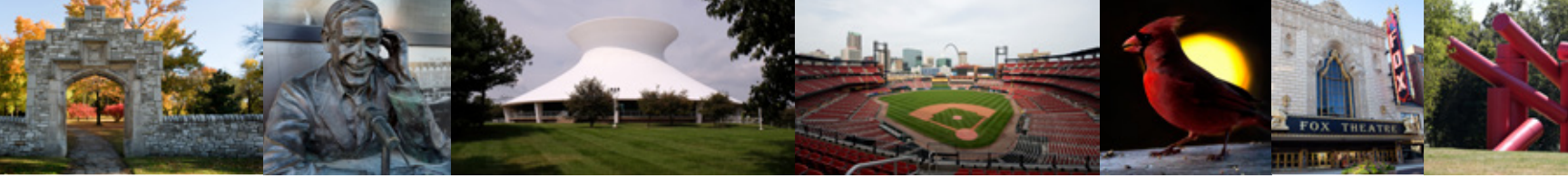
With discretionary income, they have immense purchasing power

CULTURAL

Passionate about the arts, they flock to cultural events

COMMUNITY-MINDED

They participate in local initiatives and are extremely active in the community



Sponsorship Generates Marketing Results

St. Louis Public Radio: NPR, In-depth Local News, Music and Entertainment

St. Louis Public Radio is Greater St. Louis' source for NPR and in-depth local news, thoughtful conversations and smart entertainment. During the weekday commute, St. Louis Public Radio carries trusted national and international news from the BBC, American Public Media, Public Radio International and NPR's *Morning Edition* and *All Things Considered*. St. Louis Public Radio's award-winning 30+ member news department covers state and regional issues with the same thoughtful perspective.

St. Louis on the Air, a weekday forum hosted by veteran journalist Don Marsh, presents in-depth discussions that focus on local and regional issues and the people and events that shape our community. St. Louis Public Radio listeners are informed and entertained through a variety of signature programs that include: *Morning Edition*, *All Things Considered*, *Fresh Air*, *This American Life*, *Marketplace*, *Car Talk*, *St. Louis on the Air*, *BBC World Service*, *The Tavis Smiley Show*, *Wait Wait...Don't Tell Me!* and *A Prairie Home Companion*.

78% of listeners have taken direct action as a result of a public media sponsorship

61% hold a more positive opinion of a company that supports public radio

54% prefer to purchase products and services from public radio supporters when price and quality of those products/services are equal

48% find sponsors of public radio to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2013

You Don't Have to Shout to Be Heard and Remembered

- 1.5 minutes of sponsor messages per hour on public radio versus 9 minutes of advertising per hour on commercial radio
- St. Louis Public Radio's clutter-free environment keeps listeners in an active listening mode. Your message will stand out and trigger action

St. Louis Public Radio offers multiple messaging platforms: broadcast, digital and events

Your St. Louis Public Radio representative will work with you and your budget to customize a sponsorship campaign with these options:

- 15-second broadcast announcements written in an objective style that listeners expect and appreciate
- Web and digital marketing
- Targeted promotions
- Special events

By virtue of supporting St. Louis Public Radio, the connection you build with the audience instills a "halo effect" that predisposes their desire to do business with you.

MISSION

To be a source of information and entertainment that opens the mind and nourishes the spirit.

SPONSORSHIP REPRESENTATIVES

St. Louis Public Radio | 90.7 KWMU
3651 Olive Street
St. Louis, MO 63108
314.516.5968
stlpublicradio.org

St. Louis Public Radio is a service of the University of Missouri-St. Louis.

PHOTOGRAPHY CREDITS

Photograph of the Old Courthouse and aerial city view by Alex Grichenko. All other photographs by August Jennewein

Market Enginuity® manages sponsorship sales for St. Louis Public Radio | 90.7 KWMU with the mission of linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

