LISTENERS, VISITORS
STREAMERS, APP AND
SOCIAL MEDIA USERS
FOLLOW KJZZ AND K-BACH

DIGITAL OVERVIEW

91.5 KJZZ | npr | 89.5 fm K B A C H
HEAR IT, SEE IT, CLICK IT
Numerous KJZZ and K-BACH Platforms Provide Multiple Touchpoints

24x7 AUDIO STREAMING
568,000 sessions / month
66,000 unique streamers / month

WEBSITE
336,000 page views / month
118,000 unique visitors / month

APP
42,000 lifetime downloads

NEWSLETTER
Your Public Radio Weekly
21,000 subscribers
25% open rate

SOCIAL MEDIA
26,000 connections and growing

“Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.”
— Nielsen

Photo Credits: Phoenix Convention Center by ih (Cover); Phones by Fairphone — Sourced via Flickr Creative Commons
WEBSITES
KJZZ.org and KBACH.org Engage Fans with Award-winning Content Across Platforms, with Ads Optimized for Various Devices

Effectiveness of Cross Platform Ads

48% increase in brand awareness when desktop and mobile ads included in a campaign

77% increase in recollection of product attributes

Source: Nielsen / Google

Photo Credit: Keyboard by ALBE12T — Sourced via Flickr Creative Commons
24/7 AUDIO STREAMING
Plug in to the Streaming Audience with Audio Ads in the Media Player

20-SECOND AUDIO PRE-ROLL
Includes station preamble

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

Photo Credit: Headphones by Pauil Hudson — Sourced via Flickr Creative Commons
MOBILE APP

Make a Memorable Experience using KJZZ and K-BACH’s Mobile Apps, Available on Apple and Android Devices

APPS
• KJZZ
• K-BACH

AD UNITS
• 20-second audio pre-roll, includes station preamble
• 320x50 adhesion banner ad.

Fixed banner placement ensures high visibility

42,000 total downloads

Photo by gdsteam — Sourced via Flickr Creative Commons
550x150
BANNER ADS
Center

Ads are presented along with top stories and announcements for the week, providing prominence in an uncluttered environment

21,000 subscribers
25% open rate