LISTENERS, VISITORS
STREAMERS, APP AND
SOCIAL MEDIA USERS
FOLLOW KJZZ AND KBACH

DIGITAL
AD & MESSAGING SPECS

91.5 KJZZ  npr  89.5 fm KBACH
HEAR IT, SEE IT, CLICK IT
Numerous KJZZ and KBACH Platforms Provide Multiple Touchpoints

24x7 AUDIO STREAMING
953,000 sessions / month
128,000 unique streamers / month

WEBSITE
723,000 page views / month
466,000 unique visitors / month

APP
82,000 lifetime downloads

NEWSLETTER
Your Public Radio Weekly
23,000 subscribers
22% open rate

SOCIAL MEDIA
56,000 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

970X50 EXPANDING AD
Top center, above the fold, expands to 970x300

300X250 BANNER ADS
Right rail

300X250 SMARTPHONE BANNER AD
In-line

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 Paul Hudson — Sourced via Flickr Creative Commons
MOBILE APP

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

APPS
• KJZZ
• KBACH

AD UNITS
• 20-second audio pre-roll, includes station preamble
• 320x50 adhesion banner ad.
  Fixed banner placement ensures high visibility

Photo by gdsteam — Sourced via Flickr Creative Commons
KJZZ and KBACH’s Newsletter, *Your Public Radio Weekly*, Reaches Highly Engaged Audiences

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

**23,000 subscribers**

**22% open rate**