



DIGITAL OVERVIEW

LISTENERS, VISITORS, STREAMERS,
APP AND SOCIAL MEDIA USERS
FOLLOW NASHVILLE PUBLIC RADIO

**NASHVILLE
PUBLIC RADIO**
NPR News and Classical Music

HEAR IT, SEE IT, CLICK IT

Multiple Nashville Public Radio Platforms Provide Multiple Touchpoints

24x7 AUDIO STREAMING

202,000 sessions / month

34,000 unique streamers / month

PODCASTS

305,000 downloads / month,
local and national reach

WEBSITE

210,000 page views / month

81,000 unique visitors / month

APP

13,000 lifetime downloads

NEWSLETTERS

Connect

25,000 subscribers / **20%** open rate

The Daily News Update

6,000 subscribers / **26%** open rate

SOCIAL MEDIA

31,000 connections and growing

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

— Nielsen

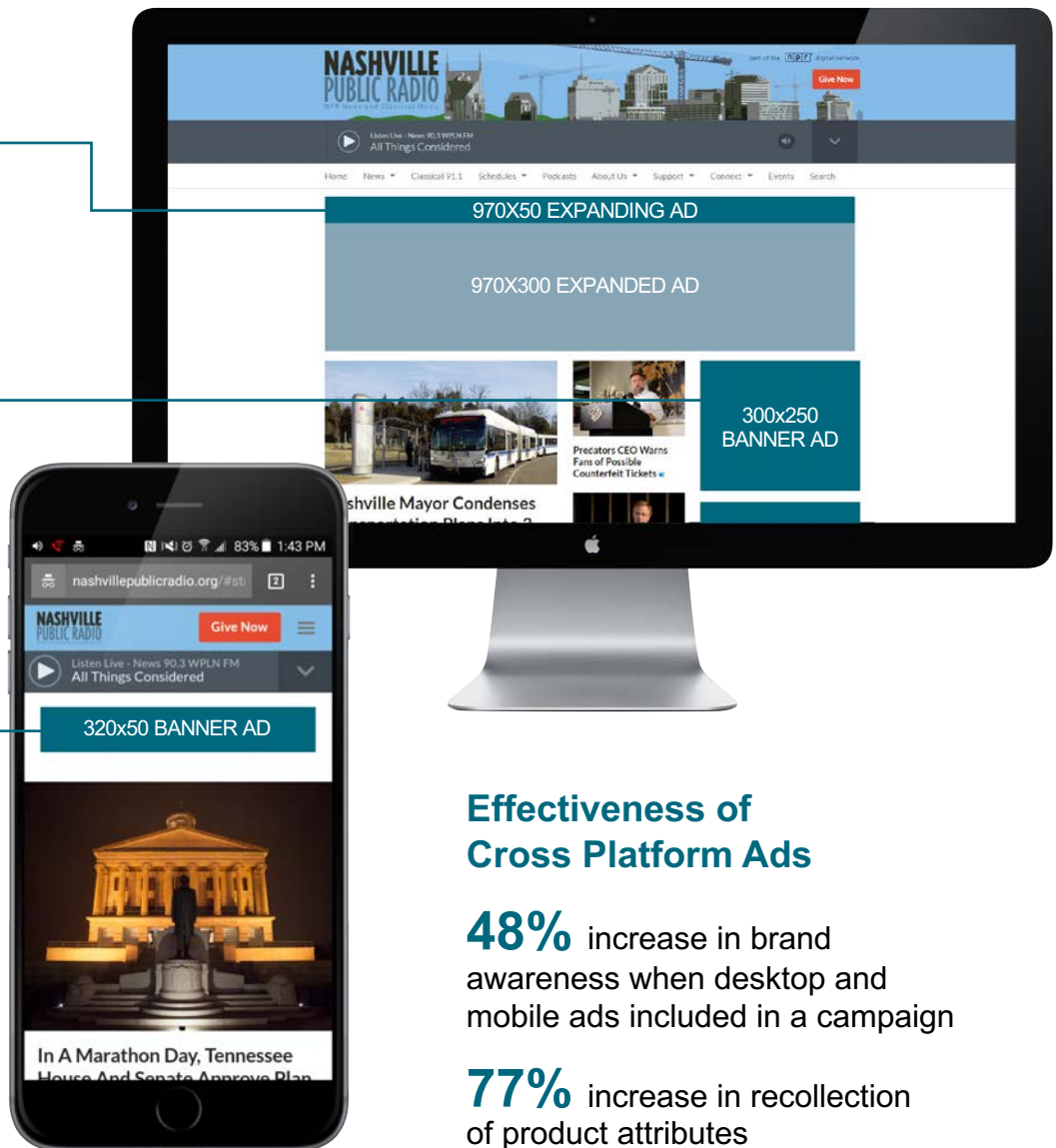
NASHVILLEPUBLICRADIO.ORG

Nashville Public Radio Engages Fans with Award-winning Content Across Multiple Digital Platforms, Including a Website with Ads Optimized Across Various Devices

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

**300X250
BANNER ADS**
Right rail

**320X50
SMARTPHONE
BANNER AD**
Top center,
above the fold



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

IN-BANNER VIDEO ADS

Express Your Message with Video — the Expanding Video Banner Option Provides Space for Video and Accompanying Text / Imagery



970X50 EXPANDING IN-BANNER VIDEO AD

Top center, above the fold, expands to 970x300 with space for clickable text or imagery to the right of the video

300X250 IN-BANNER VIDEO AD

Right rail, space for clickable text beneath the video

When rich media is used in place of standard banners, site visitors are:

43% more likely to have their attention drawn to an ad

23% more likely to remember brand messaging

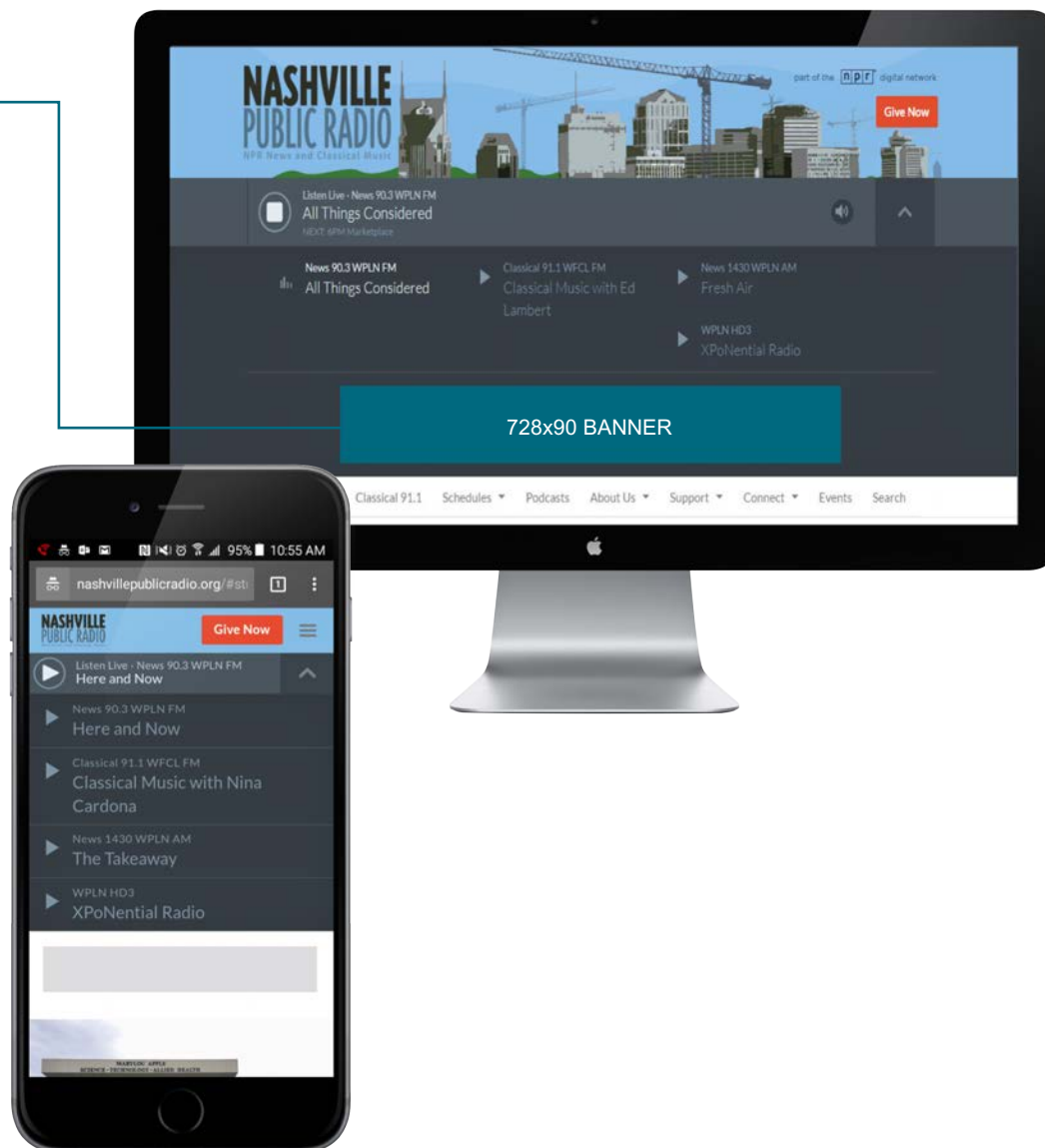
Source: comScore / IAB

24/7 AUDIO STREAMING

Plug in to the Streaming Audience with Audio Ads and Media Player Banner Ads

AD UNITS

- 15-second pre-roll including station preamble
- 728x90 banner (desktop only), above the fold



NEWSLETTERS


Nashville Public Radio's Newsletters Reach Highly Engaged Audiences — Ads are Presented Along with Top Stories, Providing Prominence in an Uncluttered Environment

Connect with
NASHVILLE PUBLIC RADIO
90.3 WPLN-FM | CLASSICAL 91.1 | 1430 WPLN-AM | WPLN-HD2 | WPLN.ORG

April 14, 2017



The Daily News Update from
NASHVILLE PUBLIC RADIO
90.3 WPLN-FM | CLASSICAL 91.1 | 1430 WPLN-AM | WPLN-HD2 | WPLN.ORG




African-American Music Museum Gets Top Billing At Downtown Nashville Groundbreaking
 Construction has begun on what will become downtown Nashville's largest mixed-use development. Known as "Fifth + Broadway," the 32-story project replaces the old convention center. The plans have drawn some controversy, and those were acknowledged at the groundbreaking on Tuesday.

Rep. Brenda Gilmore Announces Senate Bid, Nudging Sen. Theima Harper To Retire
 A prominent Nashville Democrat has announced she will run for the state senate. But so far, it's unclear whether that means she'll have to challenge the current occupant.

Democrats Offer To Trade Gas Tax Votes For Support Of \$250M K-12 Endowment
 The Tennessee legislature is in horse trading mode as it nears final votes on Governor Bill Haslam's signature infrastructure funding bill, which includes a gas tax increase.

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150x150
BANNER AD

150x150
BANNER AD

**150x150
BANNER ADS**
 Right rail

NEWSLETTER	SUBSCRIBERS	OPEN RATE	FREQUENCY
<i>Connect</i>	25,000	20%	Weekly
<i>The Daily News Update</i>	6,000	26%	5 days a week