DIGITAL OVERVIEW

LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW WUWM

WUWM 89.7
MILWAUKEE’S npr
HEAR IT, SEE IT, CLICK IT
WUWM 89.7 FM – Milwaukee’s NPR platforms provide multiple touchpoints

24x7 AUDIO STREAMING
284,000 sessions / month
58,000 unique streamers / month

WEBSITE
320,000 page views / month
208,000 unique visitors / month

NEWSLETTER
9,500 subscribers
32% open rate

APP
24,000 sessions / month

SOCIAL MEDIA
54,000 connections

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

Internally sourced, Nov 2019-Jan 2020
Photo Credits: Cover photo “Remind Me of Milwaukee If I Forget” by Thomas Hawk; Phones by Fairphone — Sourced via Flickr Creative Commons
WUWM.COM

WUWM engages fans with award-winning content across multiple digital platforms, including its website with ads optimized across various devices.

970X50 EXPANDING AD
Top center, expands to 970x300

300X250 BANNER ADS
Two in right rail

320X50 SMARTPHONE BANNER AD
Top center

Regional Edward R. Murrow Award
Excellence in Innovation

Wisconsin Broadcasters Association
First Place
Best Website

First Place
Best Web Story

Milwaukee Press Club
Silver Award
Best Website Design

Bronze Award
Best Use of Multimedia
Project Milwaukee:
How Do We Compete?

Bronze Award
Best Online Coverage of News,
Sports or Lifestyle Event
Milwaukee Unrest

Photo Credit: MacBook Air keyboard by Sam — Sourced via Flickr Creative Commons
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

Photo Credits: MacBook Air keyboard by Sam — Sourced via Flickr Creative Commons
NEWSLETTER

WUWM’s weekly newsletter, *Rewind*, reaches some of our most engaged audiences. Ads are mixed in with the top stories of the week, providing prominence in an uncluttered landscape.
MEDIA PLAYER
24/7 STREAMING CONTENT
Plug in to the streaming audience with audio and banner ads.

AD UNITS
- 15-second pre-roll
- 728x90 banner on the media player, standard website
- 320x50 banner on the media player, smartphone website

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

Make a memorable experience using the high-impact combination of audio ads with banner ads on WUWM’s mobile app, available on Apple and Android devices.

AD UNITS

- Synchronized 15-second audio pre-roll and full screen display ad
- Banner ads including 320x50 and 768x50

Note: Clients can choose to submit a range of ad sizes. See ad specifications for details.
NPR ONE APP
From smart speakers and connected cars to smart phones, NPR One is powering listening in today’s on-demand world by creating a listening experience that is personalized and frictionless.

AD UNITS
• 15-second audio mid-rolls
• Synchronized responsive banner ads
• Geo-targeted to Milwaukee

See ad specs for creative submission guidelines

Photo Credit: Tablets by Martin Voltri — Sourced via Flickr Creative Commons