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

<table>
<thead>
<tr>
<th>24x7 AUDIO STREAMING</th>
<th>“Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.” — Nielsen</th>
</tr>
</thead>
<tbody>
<tr>
<td>337,000 sessions / month</td>
<td></td>
</tr>
<tr>
<td>94,000 unique streamers / month</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>516,000 page views / month</td>
</tr>
<tr>
<td>333,000 unique visitors / month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,000 subscribers</td>
</tr>
<tr>
<td>24% open rate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,000 sessions / month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>54,000 connections</td>
</tr>
</tbody>
</table>

Internally sourced, Jan-Mar 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
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
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.

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