LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW ST. LOUIS PUBLIC RADIO
HEAR IT, SEE IT, CLICK IT
St. Louis Public Radio platforms provide multiple touchpoints

CONTINUOUS AUDIO STREAMING
438,000 sessions / month
73,000 unique streamers / month

WEBSITE
428,000 page views / month
182,000 unique visitors / month

APP
53,000 lifetime downloads

NEWSLETTERS
E-Updates
47,000 subscribers
The Talk Studio
22,000 subscribers
Look // Read // Listen
12,000 subscribers

SOCIAL MEDIA
79,000 connections and growing

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

— Nielsen

Photo Credit: Phones by Fairphone — Sourced via Flickr Creative Commons
St. Louis Public Radio engages fans with award-winning content on multiple digital platforms, including its 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

**SPECIALIZED CONTENT TARGETING**
Available for the *Health*, *Science*, *Environment* section
IN-BANNER VIDEO ADS
Enhance your message with the power of video

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, with 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
CONTINUOUS AUDIO STREAMING
Plug in to the streaming audience with audio ads in the media player

15-SECOND AUDIO PRE-ROLL
Four continuous audio streams available
• St. Louis Public Radio
• The Bridge
• Jazz
• Classical

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 Ben Loomis — Sourced via Flickr Creative Commons
MOBILE APP

Use the high-impact combination of audio and visual ads for memorable messaging

AD UNITS

- Synchronized 15-second audio pre-roll and full screen display ad
- Banner ad - sizes include 320x50, 768x50, 320x480, 640x960, 1536x2048

A range of ad sizes are accepted.
See ad specifications for details.
PODCASTS

All about convenience, fans catch episodes on their time, on their audio player of choice, and on their device of choice

Avid fans of shows such as *Cut & Paste*, *St. Louis On The Air*, *Politically Speaking* and *We Live Here* use podcasts to download and listen to episodes at their convenience.

**LEAN-IN LISTENING**
Public Radio Podcast Listeners

- 85% have listened to a public radio podcast in the past week ¹
- Average of 8 different podcasts in a week ²
- 85% consider public radio podcasts essential listening or favorites ¹

**MULTIMEDIA PLAN**
- 15-second audio pre-rolls and mid-rolls
- On-air announcements
- On-air tagged promos

Ask your Account Executive about plan details.

2-NPR Audience Insights, NPR Listens Panel, April 2016

Photo Credit: Headphones by Ben Loomis — Sourced via Flickr Creative Commons
NEWSLETTERS
St. Louis Public Radio’s Newsletters Reach Highly Engaged Subscribers — Ads are Presented Along with Top Stories, Providing Prominence in an Uncluttered Environment

300x250 BANNER ADS

Look // Read // Listen
Approximately 20 sends per month, typically on weekdays
12,000 subscribers

The Talk Studio
4 sends per month, typically on Mondays
22,000 subscribers

E-Updates
3 sends per month
47,000 subscribers