DIGITAL OVERVIEW

LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW WBEZ
ON AIR / ON APP / ONLINE

WBEZ platforms provide multiple touchpoints

24/7 AUDIO STREAMING
1,100,000 sessions / month
245,000 unique streamers / month

WEBSITE
450,000 page views / month
241,000 unique visitors / month

PODCAST
770,000 downloads / month

APP
60,000 downloads
30,000 unique active users / month

NEWSLETTER - Weekly Rundown
110,000 subscribers

SOCIAL MEDIA
301,000 connections and growing

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

— Nielsen
WBEZ.ORG

A source for Chicago’s top stories, WBEZ’s homepage provides high-impact ad units with responsive design.

**Homepage, top center, above-the-fold, loads full size and contracts to 970x90 on close**

- **970x250 EXPANDED AD**
  - Homepage, top center, above-the-fold

- **728x90 TABLET BANNER AD**
  - Homepage, top center, above-the-fold

- **300x50 SMARTPHONE BANNER AD**
  - Homepage, top center, above-the-fold

- **300x250 BANNER ADS**
  - Homepage

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Photo Credit: MacBook Air keyboard by Sam | Flickr Creative Commons
WBEZ.org

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

**RUN-OF-SITE**

**300x600 and 300x250 ADHESION BANNER ADS**
ROS, right rail, remain on screen as user scrolls down page

**300x250 SMARTPHONE BANNER AD**
ROS
24/7 AUDIO STREAMING
Plug into the streaming audience with audio ads, including via the website media player and mobile app

15-SECOND AUDIO PRE-ROLL

AMERICAN AUDIENCES OF STREAMING RADIO HAVE Risen Steadily IN RECENT YEARS

64% listen to online audio monthly 12% increase from 2016 to 2018
57% listen to online audio weekly 14% increase from 2016 to 2018
28% stream audio in the car monthly 33% increase from 2016 to 2018

Source: The Infinite Dial © 2018 Edison Research and Triton Digital

Photo Credit: Headphones by Ben Loomis — Sourced via Flickr Creative Commons
MOBILE APP

The WBEZ app provides engaged listeners on-the-go access on Apple and Android devices

15-SECOND AUDIO PRE-ROLL

The WBEZ app delivers content on-demand with over 200,000 shows, stories and podcasts available at the tap of a finger. Listeners tune in live or listen to shows that just aired with the rePlayer feature.

60,000 downloads
30,000 unique active users / month
PODCASTS

With an expanding lineup of locally produced shows, WBEZ listeners engage with content on their own schedule using their audio player and device of choice.

AD UNITS

- 15-second Audio Pre-rolls
- 15-second or 30-second Audio Mid-rolls

<table>
<thead>
<tr>
<th>Shows</th>
<th>Average Monthly Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sound Opinions</td>
<td>200,000</td>
</tr>
<tr>
<td>Exploring the history, heart and forces that shape modern music</td>
<td></td>
</tr>
<tr>
<td>Nerdette</td>
<td>120,000</td>
</tr>
<tr>
<td>“Nerding out” about all the things one is watching, reading, listening to and encountering in real life</td>
<td></td>
</tr>
<tr>
<td>Making Obama</td>
<td>80,000</td>
</tr>
<tr>
<td>In a 6-part documentary that has generated over 2 million downloads, the former President speaks with WBEZ about his historic path to the national stage</td>
<td></td>
</tr>
<tr>
<td>Making Oprah</td>
<td>40,000</td>
</tr>
<tr>
<td>A 6-part series charting the rise of the most successful talk show ever, with exclusive interviews</td>
<td></td>
</tr>
<tr>
<td>The Trouble</td>
<td>40,000</td>
</tr>
<tr>
<td>Interviews with people about real experiences with trouble of all stripes – legal, romantic, financial, etc.</td>
<td></td>
</tr>
<tr>
<td>Daily Local News</td>
<td>56,000</td>
</tr>
<tr>
<td>On-demand versions of the popular WBEZ news programs Morning Shift and Worldview</td>
<td></td>
</tr>
</tbody>
</table>

HIGH LISTENER ENGAGEMENT PROMOTES RESPONSE

79% took action in response to a sponsorship announcement in an NPR® podcast

Source: NPR Podcast Listener Survey, February 2018

Photo Credit: Headphones by Ben Loomis — Sourced via Flickr Creative Commons
NEWSLETTER

Ads are presented to a core fan base of subscribers, interspersed with top stories, providing prominence in an uncluttered environment

**Weekly Rundown**

One send per week, usually on Saturdays

**110,000 subscribers**

**1160x200 BANNER AD**

**640x400 SMARTPHONE BANNER AD**