LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW WBEZ
## WBEZ Platforms

**24/7 Audio Streaming**
- 1,832,000 sessions / month
- 490,000 unique streamers / month

**Website**
- 968,000 page views / month
- 474,000 unique visitors / month

**Podcast**
- 1,145,000 downloads / month

**App**
- 59,000 downloads
- 37,000 unique active users / month

**Newsletters**
- 405,000 subscribers
- 22% average open rate

**Social Media**
- 349,000 connections and growing

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

— Nielsen
WBEZ engages fans with award-winning content across multiple devices

RUN-OF-SITE

300x250 BANNER ADS
- Appear on desktop, smartphone and tablet
- Below-the-fold placement

Photo Credit: MacBook Air keyboard by Sam | Flickr Creative Commons
24/7 AUDIO STREAMING
Plugging 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

Photo Credit: Tablets by Martin Voltri — Sourced via Flickr Creative Commons
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- or 30-second Audio Pre-rolls
• 15- or 30-second Audio Mid-rolls

<table>
<thead>
<tr>
<th>Shows include</th>
<th>Average Monthly Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sound Opinions</strong></td>
<td></td>
</tr>
<tr>
<td>Examining the history, heart and forces that shape modern music</td>
<td>406,000</td>
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<tr>
<td><strong>Curious City</strong></td>
<td></td>
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<tr>
<td>Ask questions, vote and discover answers about Chicago, the region and its people</td>
<td>110,000</td>
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<tr>
<td><strong>Nerdette</strong></td>
<td></td>
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<tr>
<td>“Nerding out” about all the things one is watching, reading, listening to and encountering in real life</td>
<td>80,000</td>
</tr>
<tr>
<td><strong>Reset</strong></td>
<td></td>
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<tr>
<td>On-demand version of the popular WBEZ news program</td>
<td>51,000</td>
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<table>
<thead>
<tr>
<th>Limited Run Series include</th>
<th>Lifetime Downloads</th>
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<tbody>
<tr>
<td><strong>Making Obama</strong></td>
<td></td>
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<tr>
<td>In a 6-part documentary, the former President speaks with WBEZ about his historic path to the national stage</td>
<td>2,733,000</td>
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<tr>
<td><strong>Making Oprah</strong></td>
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<tr>
<td>A 6-part series charting the rise of the most successful talk show ever, with exclusive interviews</td>
<td>1,743,000</td>
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<tr>
<td><strong>Making Beyoncé</strong></td>
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<tr>
<td>A series in 3 parts exploring Beyoncé Knowles’ rise from local talent show to global music icon</td>
<td>678,000</td>
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<tr>
<td><strong>Motive</strong></td>
<td></td>
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<tr>
<td>A multi-season true crime series featuring the work of award-winning investigative journalists</td>
<td>1,498,000</td>
</tr>
</tbody>
</table>

Consult with your Account Executive for a full list of available podcasts

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.

The WBEZ Rundown

Five sends per week, Monday through Friday

167,000 subscribers
26.7% open rate

Weekly Rundown

One send per week, usually on Saturdays

238,000 subscribers
19.2% open rate