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

DIGITAL OVERVIEW
HEAR IT. SEE IT. CLICK IT.
WFAE Platforms Provide Multiple Touchpoints

<table>
<thead>
<tr>
<th>Platform</th>
<th>Sessions/Month</th>
<th>Unique Streamers/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>24x7 AUDIO STREAMING</td>
<td>381,000</td>
<td>68,000</td>
</tr>
<tr>
<td>WEBSITE</td>
<td>341,000</td>
<td>177,000</td>
</tr>
<tr>
<td>APP</td>
<td>73,000</td>
<td></td>
</tr>
<tr>
<td>PODCASTS</td>
<td>39,000</td>
<td></td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>34,000</td>
<td></td>
</tr>
</tbody>
</table>

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

— Nielsen
WFAE.ORG
Engage Fans Across Award-winning WFAE Platforms
With Ads Optimized for Various Devices

**970x50**
EXPANDING AD
Top center, expands to 970x300

**300x250**
BANNER ADS
Right rail

**320x50**
SMARTPHONE BANNER AD
Top center

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**Effectiveness of Cross-Platform Ads**

48% increase in brand awareness when desktop and mobile ads included in a campaign

77% increase in recollection of product attributes

Source: Nielsen / Google

*Photo Credit: Keyboard by ALBE12T — 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

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24/7 AUDIO STREAMING
Plug in to the Streaming Audience With Audio Ads in the Media Player

AD UNIT
15-second audio pre-roll

American Audiences of Streaming Radio Have Risen Steadily Over The Past Few Years

64% listen to online radio monthly — **18% increase** from 2016

60% listen to online radio weekly — **20% increase** from 2016

28% stream audio in the car monthly — **7% increase** from 2017

*Source: The Infinite Dial © 2019 Edison Research and Triton Digital*

*Photo Credit: Headphones by Paul Hudson — Sourced via Flickr Creative Commons*
PODCAST & ON-DEMAND

All About Convenience, Fans Catch Episodes on Their Time, on Their Audio Player of Choice, and on Their Device of Choice

Avid fans of WFAE’s *Charlotte Talks*, *SouthBound*, *Amplifier* and *Queen City* use podcasts to download and listen to episodes at their convenience. Listeners also catch their favorite shows on demand via our online audio player.

Fans listen on their audio player of choice (iTunes, Stitcher, TuneIn, etc.)

Podcasts are consumed across laptops, tablets, smartphones and smart speakers.

LEAN-IN LISTENING

Public Radio Podcast Listeners

77% of NPR podcast listeners have taken action in response to a sponsorship announcement in an NPR podcast ¹

Listen to an average of 8 different podcasts in a week ²

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
• 320x50, 728x50, 1024x50 banner ads
NPR ONE APP
NPR One Creates a Personalized and Frictionless Listening Experience Across On-demand Devices From Smartphones and In-car Media to Smart Speakers

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

See ad specs for creative submission guidelines

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