DIGITAL OVERVIEW

LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW WFAE
HEAR IT. SEE IT. CLICK IT.
WFAE Platforms Provide Multiple Touchpoints

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

24x7 AUDIO STREAMING
470,000 sessions / month
100,000 unique streamers / month

WEBSITE
398,000 page views / month
221,000 unique visitors / month

APP
91,000 sessions / month

PODCASTS
66,000 downloads / month

SOCIAL MEDIA
38,000 connections and growing
WFAE.ORG
Engage Fans Across Award-winning WFAE Platforms
With Ads Optimized for Various Devices

WEBSITE VISITOR DEMOGRAPHICS

AGE
47% 25-34 | 17% 35-44 | 21% 45-54 | 8% 55+

HOUSEHOLD INCOME
34% $50-100k | 55% $100k+

EDUCATION
81% College Degree or More

EMPLOYMENT STATUS
87% Employed Full-Time

Source: Nielsen, Charlotte-Gastonia-Rock Hill-Metro, Scarborough R2 2019: Aug18-Aug19, Adults 18+
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
24/7 AUDIO STREAMING
Plug in to the Streaming Audience With Audio Ads in the Media Player

AD UNIT
15-second audio pre-roll

PLUG IN TO THE STREAMING AUDIENCE ON ANY DEVICE WITH AUDIO ADS

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

PODCASTING –
The New Listening Standard
Public Radio Podcast Listeners

37% of the U.S. population has listened to a podcast in the past month

Source: The Infinite Dial © 2020 Edison Research and Triton Digital

Shows

FAQ City | Listeners submit questions about the Queen City and a WFAE reporter investigates the answers.

Amplifier | The music podcast that shines a light on the artists who call Charlotte home.

Songversations | Amplifier presents special episodes featuring live events containing a medley of interviews and performances with Charlotte music makers.

SouthBound | Conversations with notable Southerners from all walks of life, including artists, athletes, preachers, politicians and more.

Charlotte Talks | The region’s exclusive forum since 1998, discussing topics such as politics, growth, the arts, culture, social issues and anything else that interests the people of Charlotte.

Work It | The winners of the “Queen City PodQuest” tell the stories of how people’s work shapes their lives and views of the world.

Finding Home | Digging into the lack of affordable housing in Charlotte, its impact on the community and possible solutions.

She Says | An investigative podcast series following the story of a sexual assault survivor in Mecklenburg County and the long, difficult journey to find justice.

The List | A four-part series about the impact of the sexual abuse crisis in the Catholic Church and the push for dioceses to release lists of credibly accused clergy.

Social Distancing | A podcast about living through and dealing with the impact of the COVID-19 pandemic.

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 (sizes include 320x480 and 1536x2048)
- Leave-behind adhesion banner (sizes include 320x50 and 768x50)
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

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