DIGITAL OVERVIEW

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

WFAE Platforms Provide Multiple Touchpoints

24x7 AUDIO STREAMING
501,000 sessions / month
124,000 unique streamers / month

WEBSITE
544,000 page views / month
344,000 unique visitors / month

APP
82,000 sessions / month

PODCASTS
139,000 downloads / month

NEWSLETTERS
3,500 subscribers

SOCIAL MEDIA
42,000 connections and growing

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

— Nielsen

Photo Credits: The UNC Charlotte Center City building by W. Robert Howell (Cover). Phones by Fairphone — Sourced via Flickr Creative Commons
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+

*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

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

AD UNIT
15-second audio pre-rolls, mid-rolls and post-rolls

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
WFAE’s Newsletters Reach Some of Our Most Engaged Audiences. Ads Are Mixed in With the Top Stories, Providing Prominence in an Uncluttered Landscape

**NEWSLETTER SCHEDULE**

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**580x88 BANNER AD**

**3,500 SUBSCRIBERS**

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**IN THE NEWS**

Chaos in Primary Elections Raises Fears For November

Wisconsin voters had to wait in long lines to cast their ballots. Absentee ballots were lost missing in Maryland, Pennsylvania and Washington, D.C. And last week, voters in Georgia and Nevada were frustrated by long lines and widespread confusion.

**Here's What Federal Police Reform Could Include**

Policing abusive attitudes existing more in favor of protection and exercising the potential for change when it comes to how policing is done in this country. Police departments in all 50 states do not have a uniform set of policies. When it comes to sweeping national change, it's not clear how far Washington will go.

**READ MORE**

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**My Skin Doesn't Make Me Less of a Person » #BLM**

**READ MORE**