LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW NASHVILLE PUBLIC RADIO
HEAR IT, SEE IT, CLICK IT
Connect with Nashville Public Radio Fans via Multiple Touchpoints

**24x7 AUDIO STREAMING**
- 329,000 sessions / month
- 78,000 unique streamers / month

**PODCASTS**
- 64,000 downloads / month

**WEBSITE**
- 252,000 page views / month
- 143,000 unique visitors / month

**APP**
- 35,000 sessions / month

**NEWSLETTERS**
- 56,000 combined subscribers
- 22% average open rate

**SOCIAL MEDIA**
- 37,000 connections and growing

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

Photo Credits: Looking up by Dan Neumann (Cover); Phones by Fairphone — Sourced via Flickr Creative Commons
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: Mike Beales — Sourced via Flickr Creative Commons
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
24/7 AUDIO STREAMING
Be Heard at the Start of the Stream

AD UNITS
• 15-second pre-roll including station preamble
Podcast fans enjoy listening at their convenience, using their audio player and device of choice.

**AD UNITS**
- 15-second Audio Pre-rolls
- 30-second Audio Mid-rolls

**Shows**

*The Promise*
Life, Death and Change in the Projects. Named one of the 10 Best Podcasts of 2018 by The New Yorker.

*Curious Nashville*
Answering your questions about the city and Middle Tennessee region. Includes oddities, local history and stories of how local institutions operate.

*Movers & Thinkers*
Enter the minds of some of the most interesting innovators in Nashville as they discuss art, education, food, technology and much in between.

*Classically Speaking*
Go behind the scenes of classical music in Music City. Musician Colleen Phelps takes you backstage at the Schermerhorn Symphony Center for interviews with composers, conductors and instrumentalists.

*The Tri-Star State*
What’s happening in Tennessee politics this week? Breaking down what you need to know at the state capitol and beyond in just a few minutes.

*Versify*
Part storytelling and part poetry. Local poets go into the community and listen to stories from local people, then turn each life story into a poem, on the spot.

**Nashville ranks #8 in U.S. podcast use by market**

*Source: Nielsen PPM Panel Characteristics Report, Q1 2019*
Fans of Nashville Public Radio tune in with the station mobile app, available on Apple and Android devices.

**AD UNITS**

- Synchronized 15-second audio pre-roll and full screen display ad (sizes include 320x480 and 1536x2048)
- Banner ad (sizes include 320x50 and 768x50)

*Note: Clients can choose to submit a range of ad sizes. See ad specifications for details.*
Nashville Public Radio’s newsletters reach highly engaged audiences. Ads are presented along with top stories, providing prominence.

300x250
BANNER ADS

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>SUBSCRIBERS</th>
<th>OPEN RATE</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect</td>
<td>25,000</td>
<td>21%</td>
<td>1 day per week</td>
</tr>
<tr>
<td>91Classical Weekly</td>
<td>15,000</td>
<td>19%</td>
<td>1 day per week</td>
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<tr>
<td>Daily News Update</td>
<td>11,000</td>
<td>31%</td>
<td>5 days per week</td>
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<tr>
<td>Podcast Monday</td>
<td>5,000</td>
<td>18%</td>
<td>1 day per week</td>
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