Digital Overview

Listeners, Visitors, Streamers, App and Social Media Users Follow St. Louis Public Radio
Comprehensive Marketing Deepens Connections

<table>
<thead>
<tr>
<th>Continuous Audio Streaming</th>
<th>479K sessions / month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>588K page views / month</td>
</tr>
<tr>
<td>Podcasts</td>
<td>145K downloads / month</td>
</tr>
<tr>
<td>App</td>
<td>121K sessions / month</td>
</tr>
<tr>
<td>Newsletters</td>
<td>55K subscribers</td>
</tr>
<tr>
<td>Social Media</td>
<td>98K connections</td>
</tr>
</tbody>
</table>

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

— Nielsen

Internally sourced Jan-Mar 2021
STLPR.org | Display Banners
Associate Your Business with Credible Content in a Brand Safe Environment

970x50 EXPANDING AD
Top center, above-the-fold, expands to 970x300

300x250 BANNER ADS
Right rail

320x50 SMARTPHONE BANNER AD
Top center

SPECIALIZED CONTENT TARGETING
Available for the Health, Science, Environment section

Listening on a mobile device accounts for 30% of all time spent listening to audio — an increase of 67% since 2014

Source: Share of Ear® report, March 2021, Edison Research, Americans 13+
STLPR.org | Rich Media Banners
In-Banner Video Enhances Eye-catching Creativity and Interactivity

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, with 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 attention drawn to an ad
23% more likely to remember brand messaging

Source: comScore / IAB
Continuous Audio Streaming
Gain Prominent Recognition at the Start of the Stream

15-SECOND PRE-ROLL
Four continuous audio streams available
- St. Louis Public Radio
- Jazz
- Classical
Podcasts
Immersive Listening Makes Your Message Memorable

Avid fans of shows such as, *St. Louis On The Air*, *The Gateway*, *Politically Speaking* and *We Live Here* use podcasts to download and listen to episodes at their convenience.

15-SECOND PRE-ROLL & MID-ROLL

MULTIMEDIA PLAN
15-second audio pre-rolls and mid-rolls
On-air announcements
On-air tagged promos
Logo on podcast web page

Ask your Account Manager about plan details.

About Podcasts
- Users listen on audio player of choice such as iTunes, TuneIn, etc.
- Consumed across laptops, tablets, smartphones and smart speakers

Sponsorship Builds Positive Image

76% of public media podcast listeners have a more positive opinion of its sponsors

Source: Edison Research Podcasting Survey, May 2018
Mobile App
Leverage the High Impact Combination of Audio with Banners

AD UNITS

• Synchronized 15-second audio pre-roll and full screen display ad (sizes include 320x480, 640x960, 1536x2048)

• Banner ad (sizes include 320x50, 768x50, 640x100, 1536x100)

A range of ad sizes are accepted. See ad specifications for details.
Newsletters
Gain Affinity Among Core Fans in an Uncluttered Landscape

640x250 OR 300x250 BANNER ADS

The Gateway Newsletter
Approximately 20 sends per month, weekdays
6,000 subscribers, Monday-Thursday
50,000 subscribers, Friday

Off Mic
4 sends per month, typically on Monday
14,000 subscribers

E-Updates
3 sends per month minimum
54,000 subscribers