



DIGITAL OVERVIEW

CONNECT WITH LISTENERS, VISITORS, STREAMERS AND APP USERS

MULTIPLATFORM MARKETING DEEPENS CONNECTIONS

RADIO	586K	Monthly Unique Listeners Statewide ¹	:15 On-air messages
TELEVISION	1.2M	Monthly Unique Viewers Statewide ²	:15 or :30 On-air messages
WEBSITE	705K	Monthly Unique Visitors ³	Display banners on GPB.org
NEWSLETTERS	357K	Subscribers ⁴	<ul style="list-style-type: none"> • Display banners • 27% Newsletter open rate
24/7 LIVE STREAMING	114K 11K	Monthly Unique Audio Streamers ⁵ Monthly Unique TV Streamers ⁶	<ul style="list-style-type: none"> • :15 Audio pre-roll messages at the stream beginning • Display banner synchronized with the audio
PODCASTS	71K	Monthly Unique Downloaders ⁷	:15 Audio pre-roll and mid-roll messages
MAGAZINE	70K	GPB Next Subscribers	Sponsored content, full page and half page color ads
APPS	10K	Monthly Unique GPB Sports App Users ³	<ul style="list-style-type: none"> • Display banners in the GPB Sports app • :15 Audio pre-roll messages and synchronized display banner in the mobile listening apps

Across platforms, GPB engages a **total monthly audience of 3M+**

Sources: 1-Nielsen National Regional Database, GPB 19-station network, fall 2020-spring 2021, M-Su 6a-12m, A18+
2-Nielsen, Jan 2021-Jan 2022, M-Su 6a-12m, A18+
3-Google Analytics, Feb 2021-Jan 2022
4-Mailchimp, Sep 2022
5-StreamGuys, Feb 2021-Jan 2022
6-Livestream Analytics, Feb 2021-Jan 2022
7-GPB Data Analytics, Jan-Dec 2021

Monthly Audience is the sum of each platform's audience: broadcast listeners and viewers, streamers, website visitors, podcast downloaders, newsletter subscribers, magazine subscribers, app users.



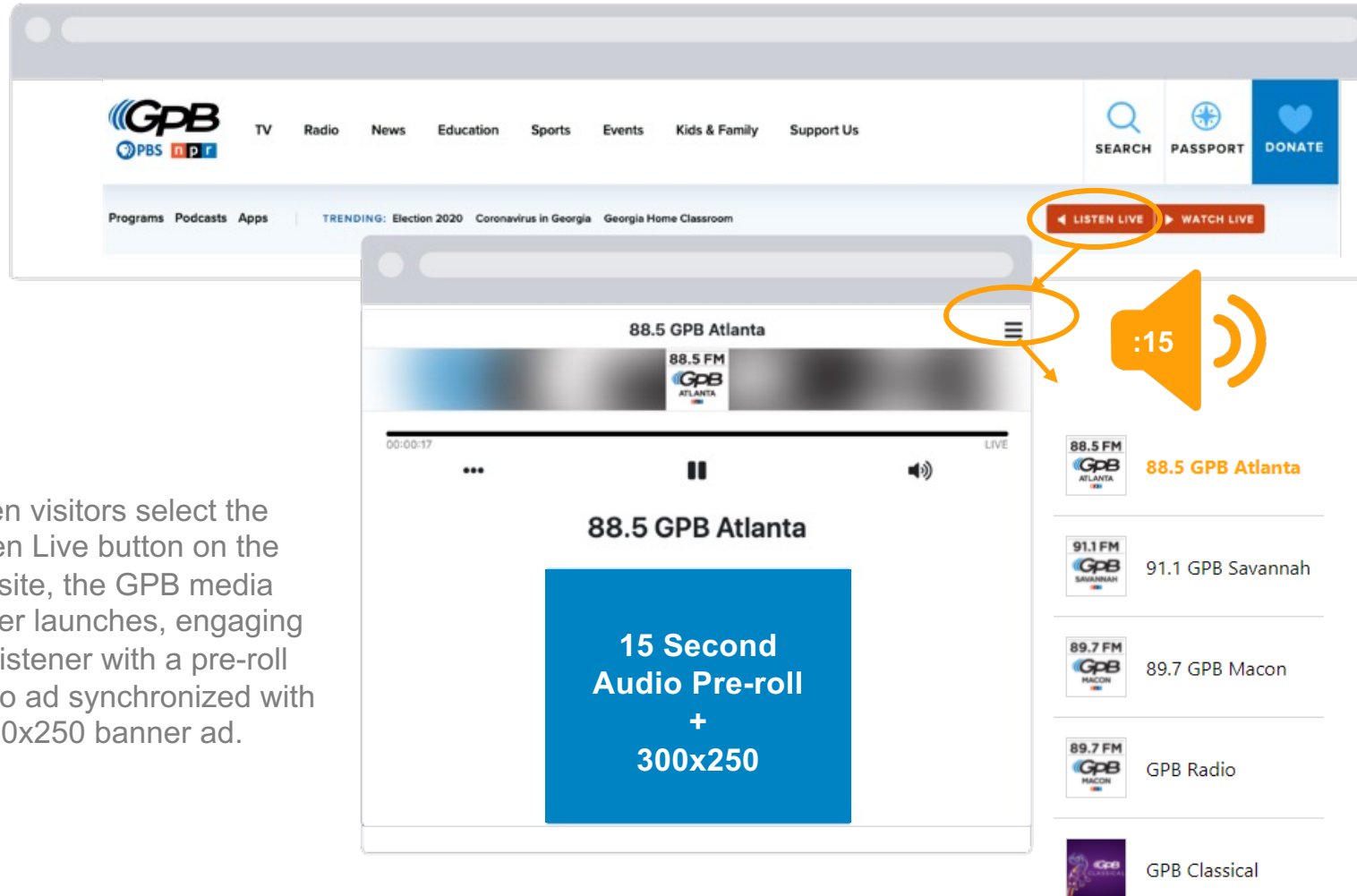
WEBSITE MEDIA PLAYER STREAMING

GAIN PROMINENT RECOGNITION AT THE START OF THE STREAM

AUDIO
PRE-ROLL
15 seconds

300x250
BANNER AD
Synchronized
with audio

When visitors select the Listen Live button on the website, the GPB media player launches, engaging the listener with a pre-roll audio ad synchronized with a 300x250 banner ad.



GPB.ORG WEBSITE BANNER ADS

ASSOCIATE YOUR BUSINESS WITH CREDIBLE CONTENT IN A BRAND SAFE ENVIRONMENT

970x50 EXPANDING AD

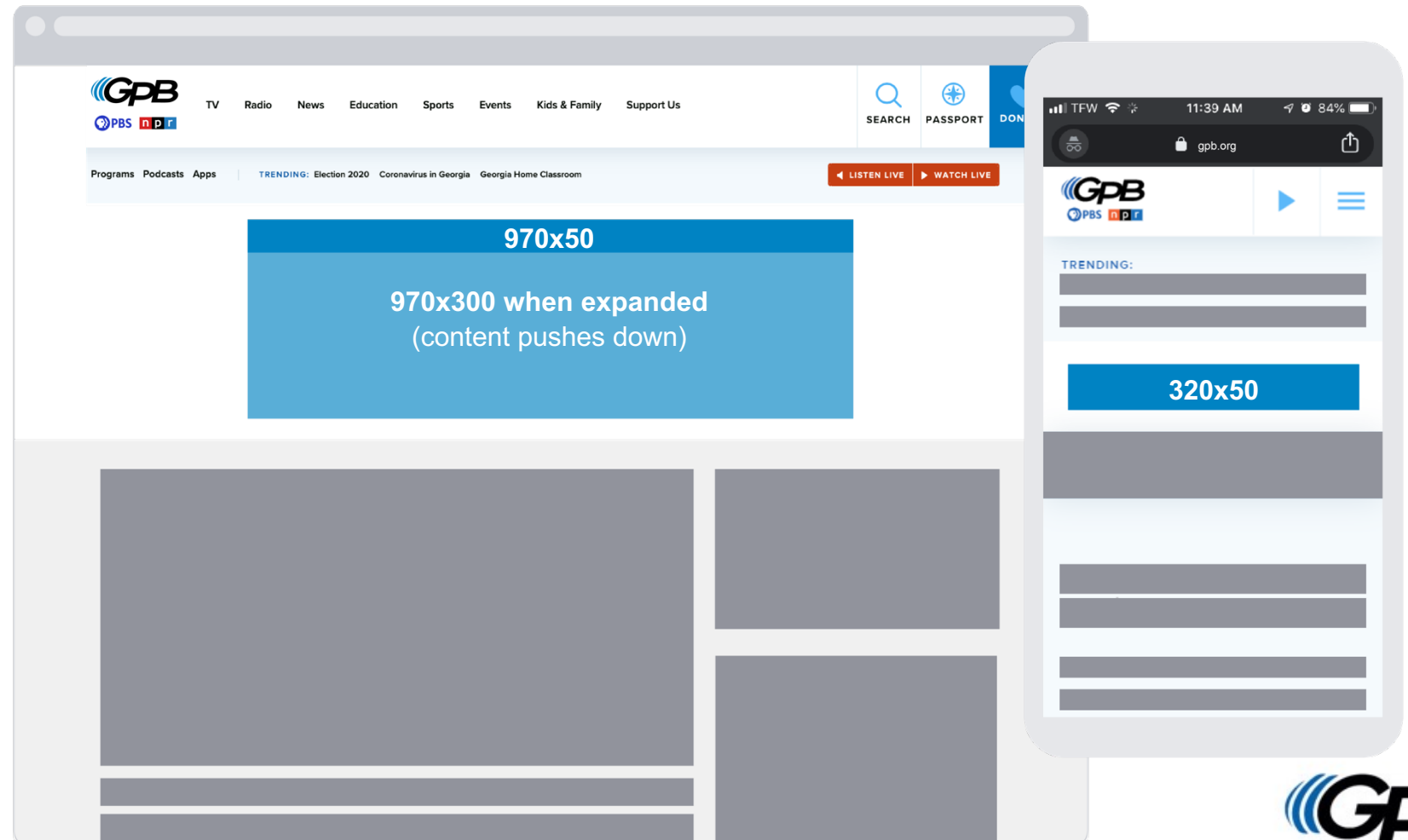
Top center, above the fold,
expands to 970x300

300x250 AND 728x90 BANNER ADS

Multiple placements per page

320x50 SMARTPHONE BANNER AD

Top center, above the fold



GPB.ORG IN-BANNER VIDEO ADS

IN-BANNER VIDEO ENHANCE EYE-CATCHING CREATIVITY AND INTERACTIVITY

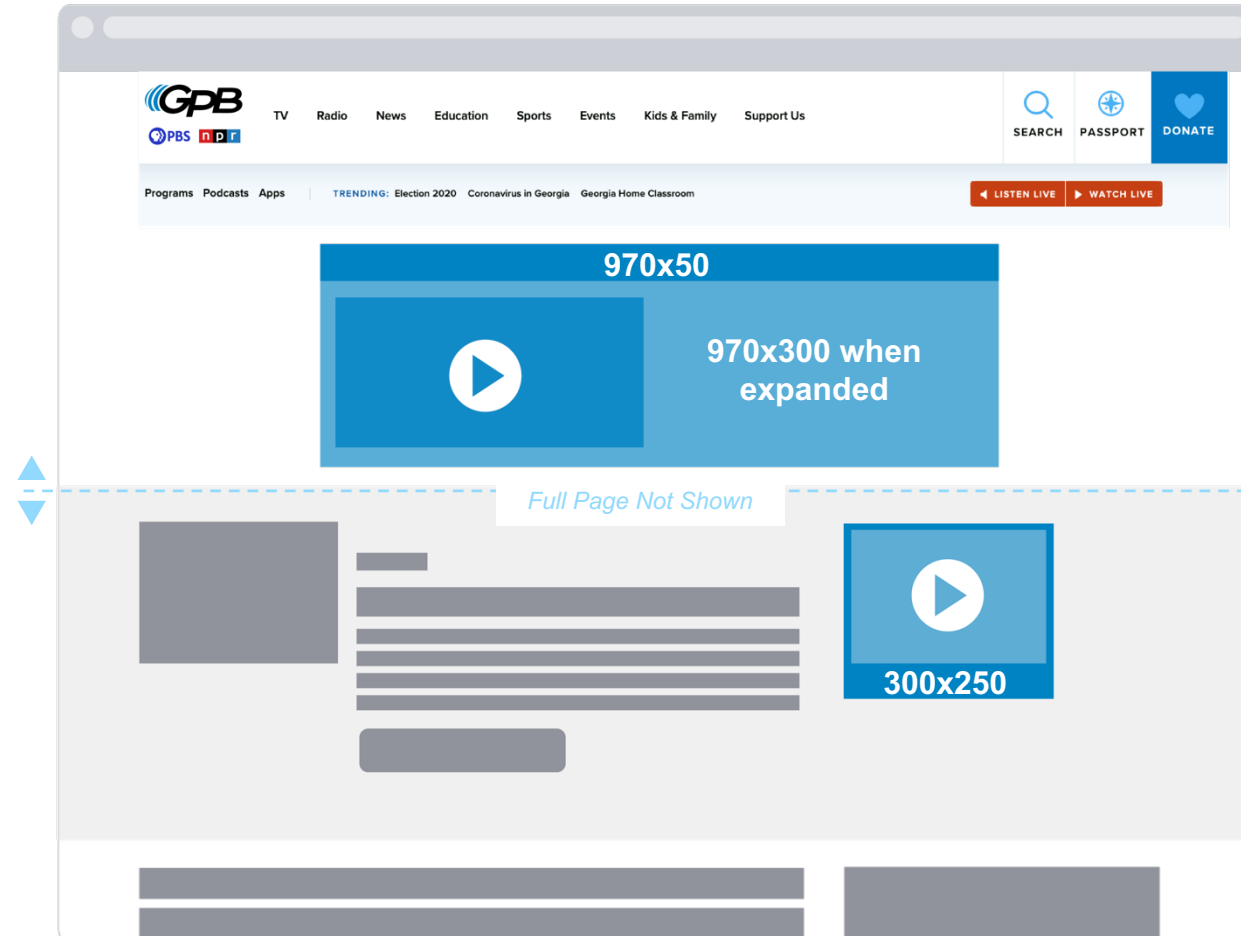
Express your message with video.
Both banner options provide space
for video and accompanying
clickable text / imagery

970x50 EXPANDING IN-BANNER VIDEO AD

Top center, above the fold, expands
to 970x300

300x250 IN-BANNER VIDEO AD

Multiple placements per page



GPB PODCASTS

IMMERSIVE LISTENING MAKES YOUR MESSAGE MEMORABLE



GA Today

In this podcast released weekday afternoons, GPB local All Things Considered Host Pieter Biello highlights GPB News' reports and interviews from across the state. Each 10–15-minute episode mixes unexpected stories alongside top news of the day.



Political Rewind

Veteran Atlanta radio personality Bill Nigut calls the “political game in Georgia more dynamic than ever.” In conversation with local, state and federal decision makers, Nigut breaks down complicated issues.



Battleground: Ballot Box

Georgia has been the epicenter for the national conversation about who gets to vote and how votes are counted. GPB political reporter Stephen Fowler walks through how voting works in Georgia, highlighting the good, the bad and the complicated.



15-SECOND AUDIO PRE-ROLLS AND MID-ROLLS

Host-read messages
where available.

Host-reads not available for *GA Today*



MOBILE LISTENING APPS

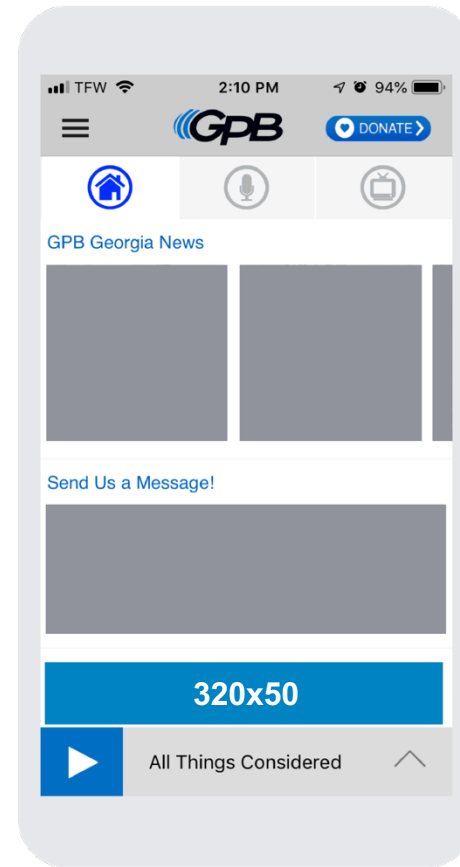
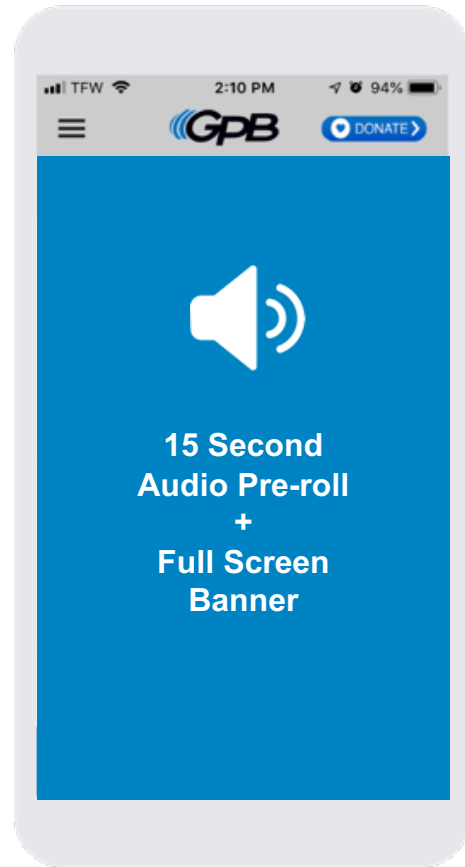
A mixture of high impact audio and banner ads makes apps an effective platform to reinforce on-air messaging. Available on Apple and Android devices, apps include Georgia and Atlanta.

AUDIO PRE-ROLL

15 seconds

FULL SCREEN BANNER

Synchronized with audio



BANNER ADS

Sizes vary by device, including:

320x50, 768x50,
320x480, 640x960,
1536x2048



GPB SPORTS: FOOTBALL MOBILE APP

728x90 BANNER AD

Tablet

300x250 BANNER AD

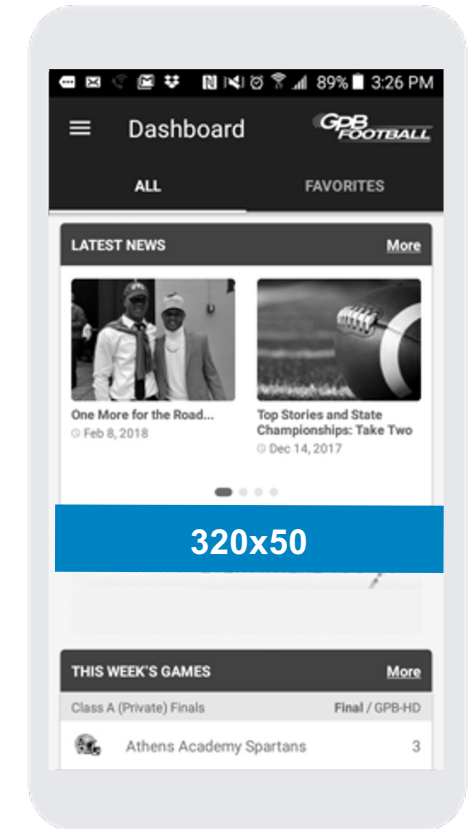
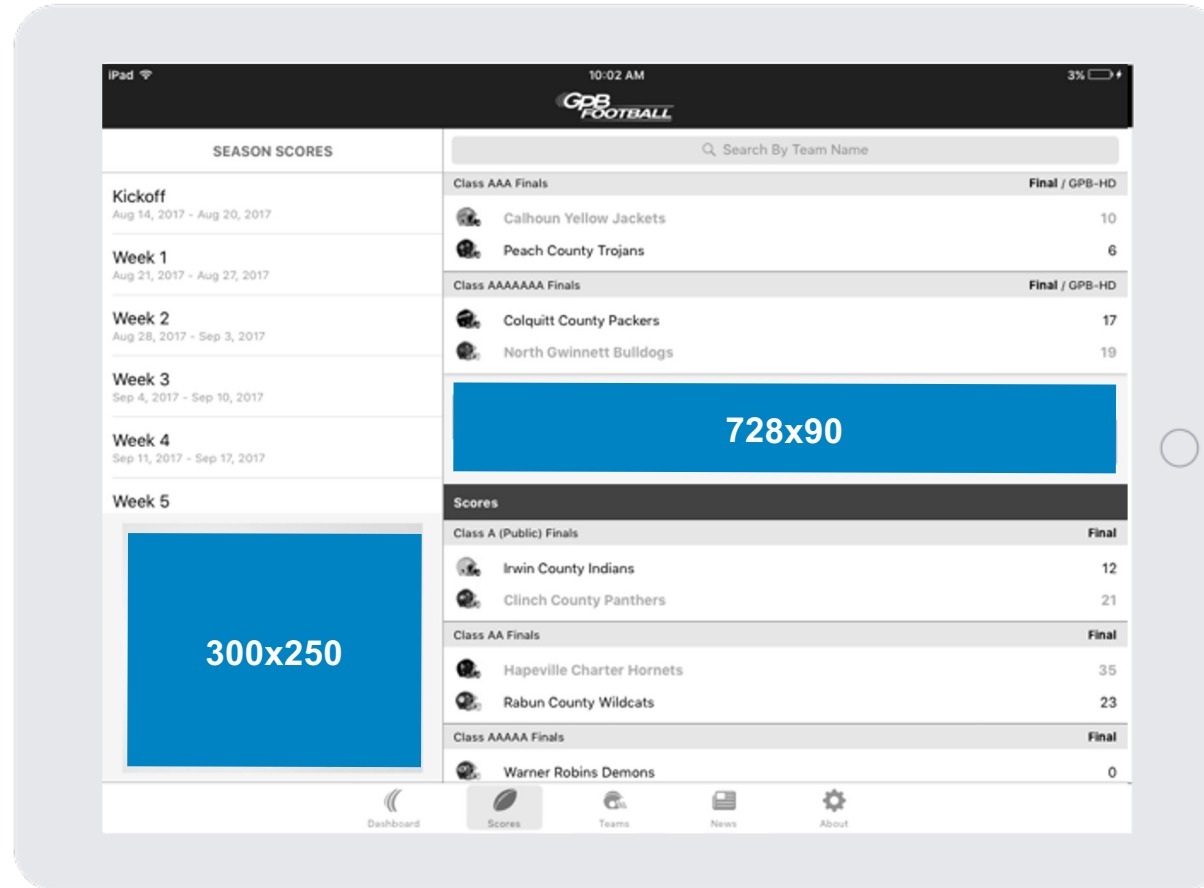
Tablet

320x100 BANNER AD

Tablet and Smartphone

320x50 BANNER AD

Tablet and Smartphone



FOOTBALL FRIDAYS IN GEORGIA PODCAST

Hosts Jon Nelson and Hannah Goodin give the state of Georgia an in-depth look at the latest games and standings plus interviews with players, coaches, and special guests. Georgia is near the top in the country for elite football talent and GPB Sports examines recruiting efforts as well during this weekly podcast.



EPISODES RELEASED:

- WEEKLY AUGUST-DECEMBER
- MONTHLY JANUARY-JULY

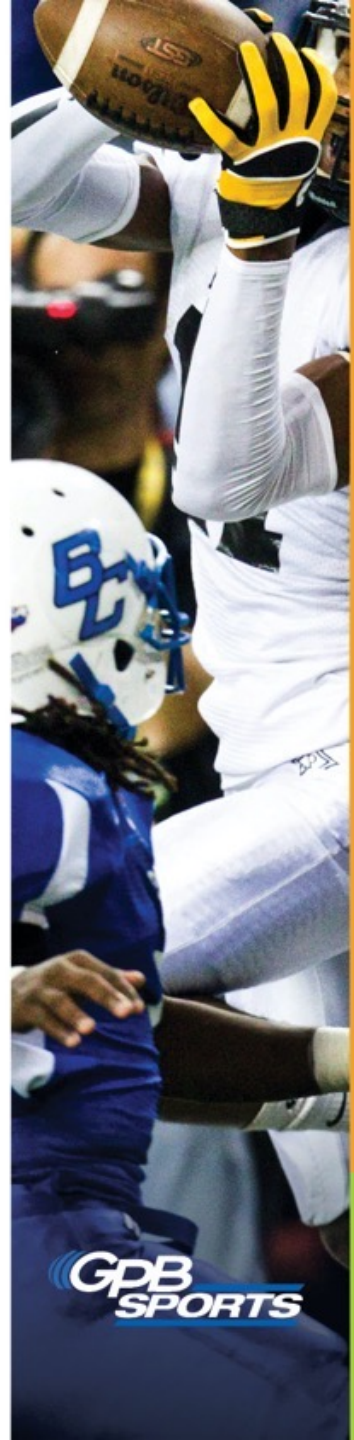
Each episode is accompanied by:

- a video version on the GPB YouTube channel
- a blog post on GPB.org/Sports
- promotion across social media



15-SECOND AUDIO PRE-ROLLS

Host-read messages



NEWSLETTERS

GAIN AFFINITY AMONG CORE FANS

768x500 BANNER ADS

What's New Next Week | Sent Fridays

337,000 subscribers, 27% open rate

Highlights the upcoming TV and radio programming, latest GPB podcasts, events and more.

Georgia Today | Sent Tuesdays and Thursdays

17,000 subscribers, 31% open rate

The latest news and in-depth reporting on the stories impacting Georgia from public policy to public health.

GA Today Politics: featuring Bill Nigut | Sent Wednesdays

3,200 subscribers, 47% open rate

Political reporting and analysis from the Gold Dome to the Golden Isles, featuring political reporter Stephen Fowler and public policy reporter Riley Bunch along with the sharp insights of Bill Nigut and the critically acclaimed *Political Rewind* program. During the legislative session, the GPB *Lawmakers* team reports from the state Capitol.

