DIGITAL OVERVIEW

CONNECT WITH LISTENERS, VISITORS, STREAMERS AND APP USERS
## MULTIPLATFORM MARKETING DEEPENS CONNECTIONS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/7 Audio Streaming</td>
<td>Monthly Unique Streamers</td>
<td>109K</td>
</tr>
<tr>
<td>GPB.org</td>
<td>Monthly Website Page Views</td>
<td>1.83M</td>
</tr>
<tr>
<td></td>
<td>Monthly Unique Website Visitors</td>
<td>722K</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Subscribers</td>
<td>214K</td>
</tr>
<tr>
<td>Social Media</td>
<td>Connections</td>
<td>155K</td>
</tr>
</tbody>
</table>

Source: Internally sourced, Mar-May 2021
GPB.ORG WEBSITE BANNER ADS

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

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
WEBSITE MEDIA PLAYER STREAMING

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 PODCASTS**

*Georgia Today* | Host Steve Fennessy steps through a compelling story from the week’s news, through the eyes of the journalists who cover it.

*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.
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 SEPTEMBER-DECEMBER

Releases of each new episode are promoted on GPB.org/Sports and Social Media channels.
GPB’s weekly newsletter, *What’s New Next Week*, reaches some of our most engaged audiences — *197,000 subscribers* — every Friday. Ads appear with announcements about upcoming programming and community events.

768x500 BANNER ADS