DIGITAL OVERVIEW

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

### RADIO
- **586K** Monthly Unique Listeners Statewide
- :15 On-air messages

### TELEVISION
- **1.2M** Monthly Unique Viewers Statewide
- :15 or :30 On-air messages

### WEBSITE
- **705K** Monthly Unique Visitors
- Display banners on GPB.org

### NEWSLETTERS
- **357K** Subscribers
- Display banners
- 27% Newsletter open rate

### 24/7 LIVE STREAMING
- **114K** Monthly Unique Audio Streamers
- :15 Audio pre-roll messages at the stream beginning
- Display banner synchronized with the audio
- **11K** Monthly Unique TV Streamers

### PODCASTS
- **71K** Monthly Unique Downloaders
- :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
- Display banners in the GPB Sports app
- :15 Audio pre-roll messages and synchronized display banner in the mobile listening apps

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**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
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**

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**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.

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**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.

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**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 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

Photo by Pouya Dianat
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.