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><strong>24/7 Live Streaming</strong></td>
<td>Monthly Unique Audio Streamers</td>
<td>114K</td>
</tr>
<tr>
<td></td>
<td>Monthly Unique TV Streamers</td>
<td>11K</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Monthly Unique Visitors</td>
<td>705K</td>
</tr>
<tr>
<td><strong>Podcasts</strong></td>
<td>Monthly Unique Downloaders</td>
<td>71K</td>
</tr>
<tr>
<td><strong>Newsletters</strong></td>
<td>Subscribers</td>
<td>285K</td>
</tr>
<tr>
<td></td>
<td>Newsletter Open Rate</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Apps</strong></td>
<td>Monthly Unique GPB Sports App Users</td>
<td>10K</td>
</tr>
</tbody>
</table>

Digital metrics internally sourced:
1-StreamGuys, Feb 2021-Jan 2022. 2-Livestream Analytics, Feb 2021-Jan 2022. 3-Google Analytics, Feb 2021-Jan 2022. 4-GPB Data Analytics, Jan-Dec 2021. 5-MailChimp, March-April 2022
WEBSITE MEDIA PLAYER STREAMING
GAIN PROMINENT RECOGNITION AT THE START OF THE STREAM

AUDIOPRE-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

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.
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
267,000 subscribers, 25% open rate
Highlights the upcoming TV and radio programming, latest GPB podcasts, events and more.

*Georgia Today* | Sent Tuesdays and Thursdays
16,000 subscribers, 27% 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
2,300 subscribers, 45% 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.