



DIGITAL OVERVIEW



LISTENERS, VISITORS, STREAMERS, APP
AND SOCIAL MEDIA USERS FOLLOW WFAE



HEAR IT. SEE IT. CLICK IT.

WFAE Platforms Provide Multiple Touchpoints

24x7 AUDIO STREAMING

401,000 sessions / month

74,000 unique streamers / month

WEBSITE

468,000 page views / month

302,000 unique visitors / month

PODCASTS

43,000 downloads / month

NEWSLETTERS

3,000 subscribers

SOCIAL MEDIA

62,000 connections

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

— Nielsen

WFAE.ORG

Engage Fans Across Award-winning WFAE Platforms
With Ads Optimized for Various Devices

970x50

EXPANDING AD

Top center,
expands to 970x300

300x250

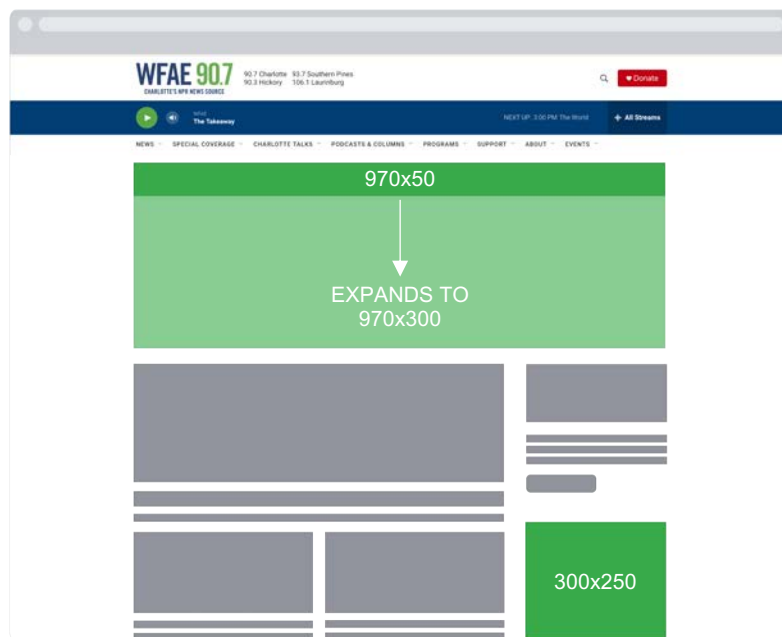
BANNER ADS

Right rail

320x50

**SMARTPHONE
BANNER AD**

Top center



WEBSITE VISITOR DEMOGRAPHICS

AGE

26% 25-34 | 30% 35-44 | 17% 45-54 | 22% 55+

HOUSEHOLD INCOME

32% \$75-100k | 47% \$100k+

EDUCATION

67% College Degree or More

EMPLOYMENT STATUS

80% Employed Full-Time

Source: Nielsen, Charlotte-Gastonia-Rock Hill Metro,
Scarborough R2 2020 Sep 2019 - Aug 2020, A18+

IN-BANNER VIDEO ADS

Express Your Message With Video — the Expanding Video Banner Option Provides Space for Video and Accompanying Text / Imagery

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, 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 their attention drawn to an ad

23% more likely to remember brand messaging

Source: comScore / IAB

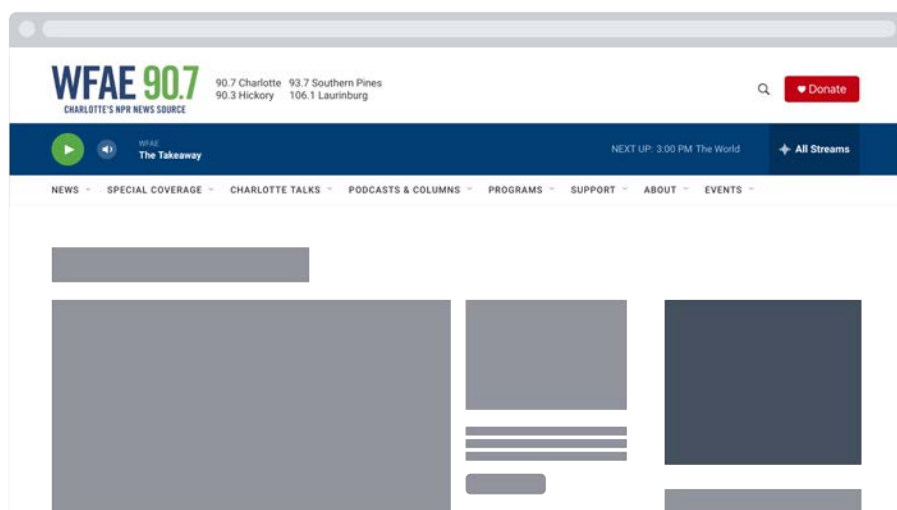
24/7 AUDIO STREAMING

Gain Prominent Recognition at the Start of the Stream

A fixture throughout wfae.org, the media player provides a sponsor with audio entrée to the stream, on any device, desktop to mobile to smart speakers.

AD UNIT

15-second audio pre-roll



62% listen to online audio weekly

16:14 is the average time spent listening per week

33% stream audio in the car monthly

Source: The Infinite Dial © 2021 Edison Research and Triton Digital, Americans 12+ listening to AM / FM radio stations online and / or streamed audio content available only on the internet

PODCAST & ON-DEMAND

Immersive Listening Makes Your Message Memorable

The New Listening Standard

All about convenience, fans catch episodes on their time, on their audio player of choice and on their device of choice.

41% of the U.S. population has listened to a podcast in the past month ¹

77% of public radio podcast listeners took action in response to a sponsorship message in an NPR podcast ²

AD UNIT

15-second audio pre-rolls, mid-rolls and post-rolls



Sources: 1- The Infinite Dial © 2021 Edison Research and Triton Digital 2- NPR All Podcasts Survey, April 2019

Shows

FAQ City | Listeners submit questions about the Queen City and a WFAE reporter investigates the answers.

Amplifier | The music podcast that shines a light on the artists who call Charlotte home.

SouthBound | Conversations with notable Southerners from all walks of life, including artists, athletes, preachers, politicians and more.

Charlotte Talks | The region's exclusive forum since 1998, discussing topics such as politics, growth, the arts, culture, social issues and anything else that interests the people of Charlotte.

Work It | The winners of the "Queen City PodQuest" tell the stories of how people's work shapes their lives and views of the world.

Finding Home | Digging into the lack of affordable housing in Charlotte, its impact on the community and possible solutions.

She Says | An investigative podcast series following the story of a sexual assault survivor in Mecklenburg County and the long, difficult journey to find justice.

The List | A four-part series about the impact of the sexual abuse crisis in the Catholic Church and the push for dioceses to release lists of credibly accused clergy.

Social Distancing | A podcast about living through and dealing with the impact of the COVID-19 pandemic.

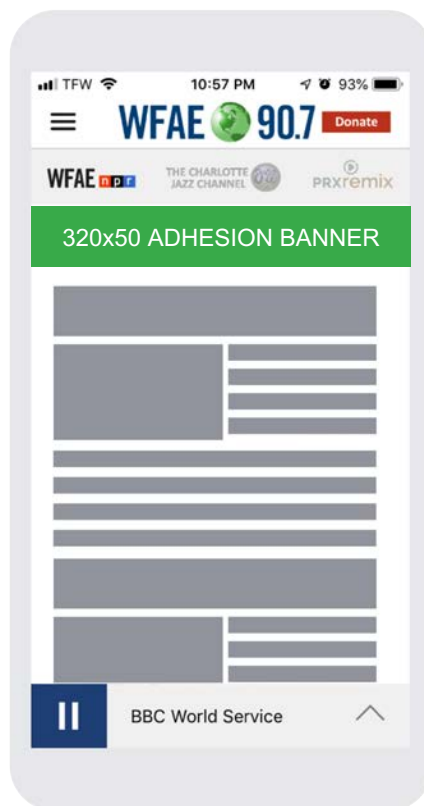
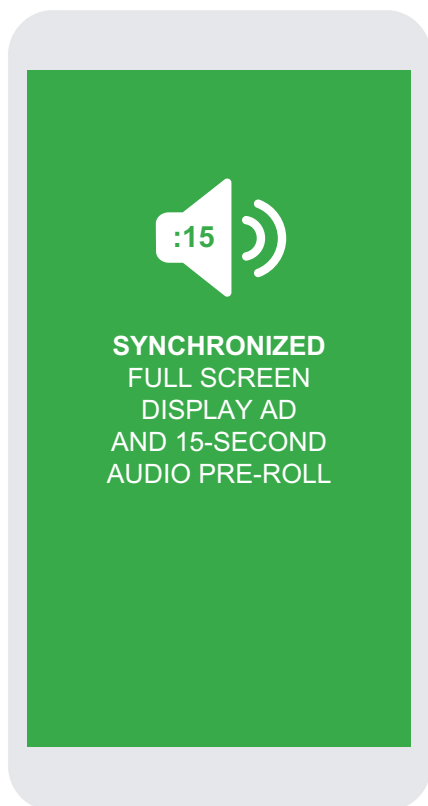
Still Here | What does resiliency look and feel like? WFAE's Sarah Delia talks with listeners about personal impact of the COVID-19 pandemic, their coping strategies and triumphs.

MOBILE APP

Leverage the Combination of Audio and Visual Ads for High Impact

AD UNITS

- Synchronized 15-second audio pre-roll and full screen display ad (sizes include 320x480 and 1536x2048)
- Leave-behind adhesion banner (sizes include 320x50 and 768x50)



NPR ONE APP

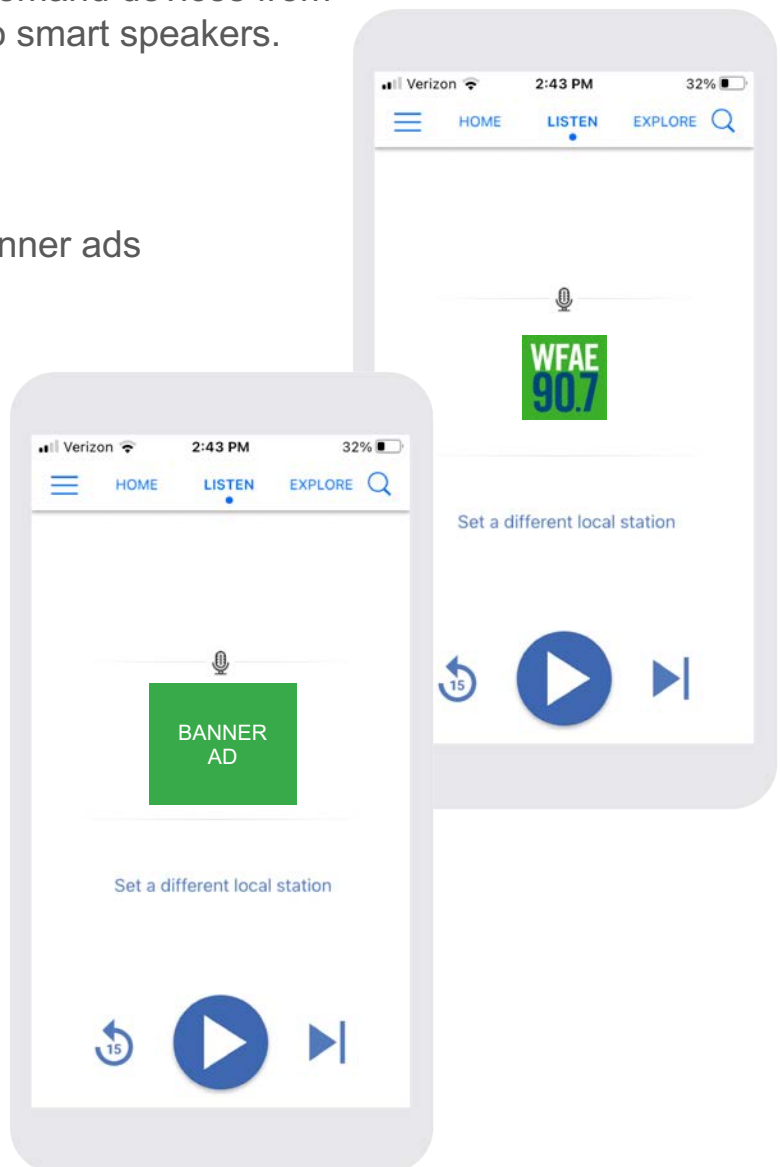
Geo-target Charlotte's NPR Fans in an Environment Customized for Individual Taste and Discovery

NPR One creates a personalized and frictionless listening experience across on-demand devices from smartphones and in-car media to smart speakers.

AD UNITS

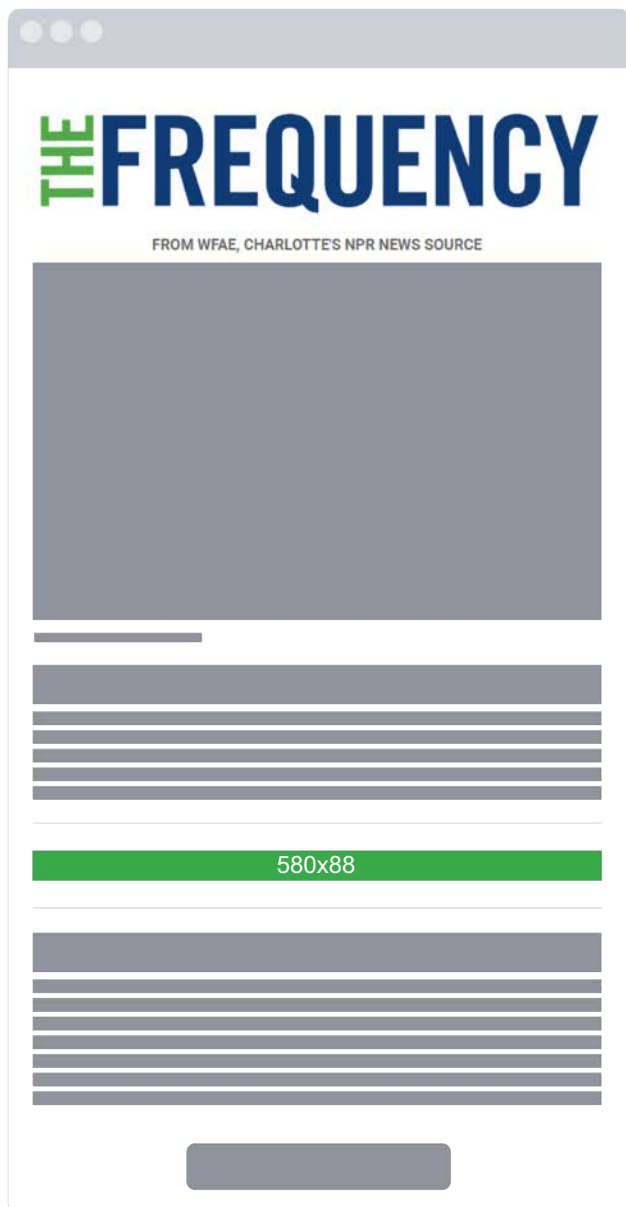
- 15-second audio mid-rolls
- Synchronized responsive banner ads
- Geo-targeted to Charlotte

See ad specs for creative submission guidelines



NEWSLETTERS

Engage Some of Our Most Passionate Audiences



Ads are mixed in with the top stories, providing prominence in an uncluttered landscape.

580x88
BANNER AD

3,000
SUBSCRIBERS

NEWSLETTER	SCHEDULE	OPEN RATE
<i>The Frequency</i>	Weekday Mornings and Evenings	27%
<i>Best of WFAE</i>	Each Sunday	28%
<i>Inside Politics</i>	Each Friday	30%
<i>Education News</i>	Each Friday	32%
<i>Tapestry</i>	Each Thursday	25%