

Digital Overview

LISTENERS, VISITORS, STREAMERS, APP AND
SOCIAL MEDIA USERS FOLLOW NASHVILLE PUBLIC RADIO

**NASHVILLE
PUBLIC
RADIO**



Multiplatform Marketing Deepens Connections

Radio and 24/7 Live Audio Streaming

268K Monthly Unique Listeners to WPLN / WNXP

414K Monthly Streaming Sessions

50K Monthly App Sessions

WPLN.org + WNXP.org

299K Monthly Website Page Views

172K Monthly Unique Website Visitors

Podcasts

50K Monthly Podcast Downloads

Newsletters

40K Total Newsletter Subscribers

Social Media

59K Connections

Monthly Unique Listeners: Nielsen Audio PPM, Nashville, WPLN-FM and/or WNXP-FM, Nov 2021-Oct 2022, M-Su 5a-5a, A18+; All other metrics internally sourced Apr-Sep 2022

Video and Display on WPLN.org

Associate Your Business with a Credible, Inspiring, Brand Safe Site

970x50

EXPANDING AD

Top center,
above the fold,
expands to 970x300

In-display video option within the
expansion with space for clickable
text or imagery next to the video

300x250

BANNER ADS

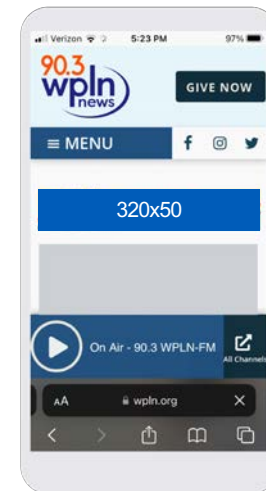
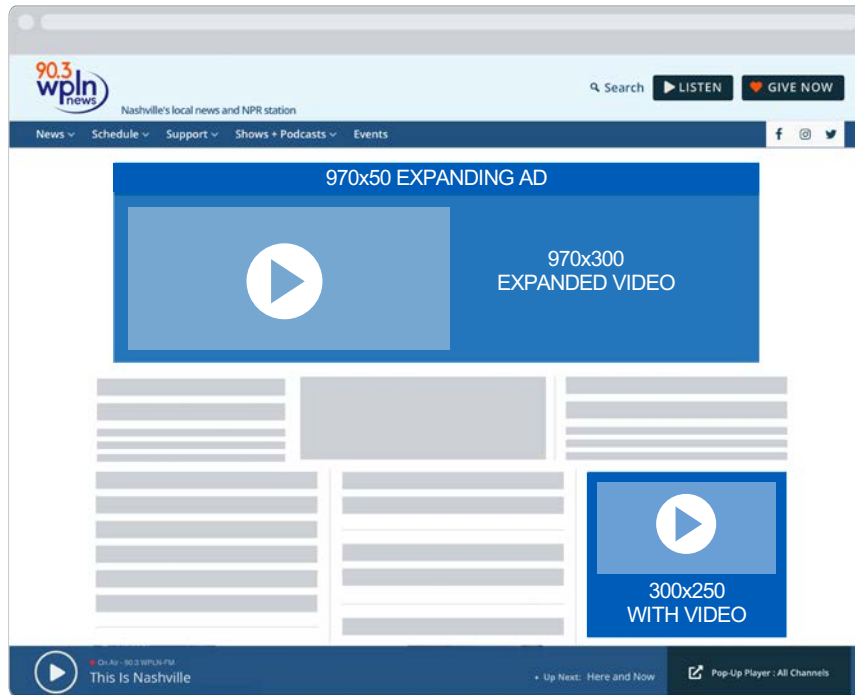
Right rail

In-display video option with space
for clickable text beneath the video

320x50 SMARTPHONE

BANNER AD

Top center,
above the fold



Video and Display on WNXP.org

Support Music Discovery While Maintaining Brand Safety

728x90

BANNER AD

Top center, above the fold

300x250

BANNER ADS

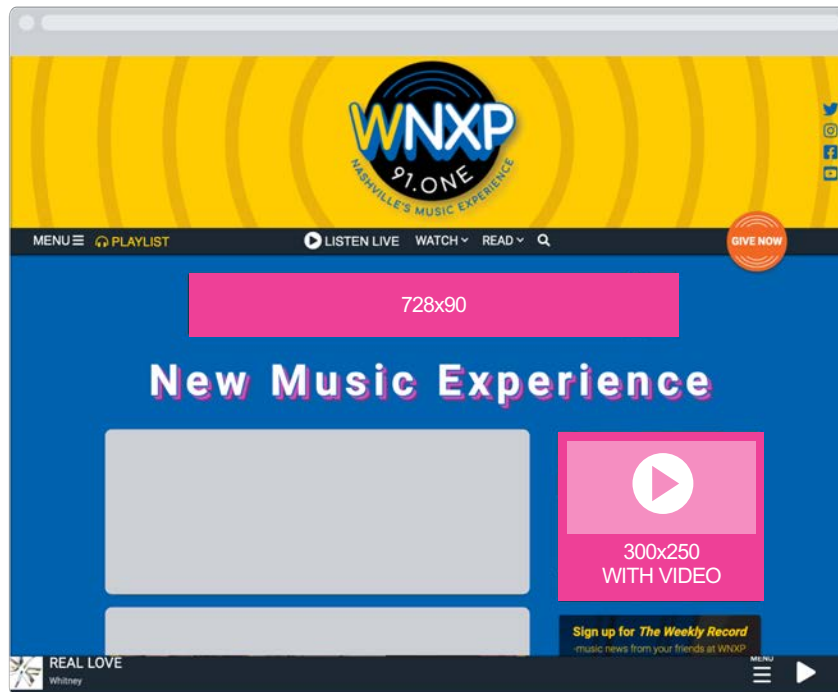
Right rail

In-display video option with space for clickable text beneath the video

320x50 SMARTPHONE

BANNER AD

Top center, above the fold



24/7 Audio Streaming

Gain Prominent Recognition at the Start of the Stream

15-SECOND PRE-ROLL

Including station preamble

Listeners can access the stream from their smart devices or the ever-present media player on the website. Either way, they'll hear your message before the live programming begins.

Source: 1-The Infinite Dial © 2022 Edison Research and Triton Digital, Americans 12+ listening to AM / FM radio stations online and / or streamed audio content available only on the internet. 2- Public Radio Techsurvey 2021, Jacobs Media

67%
of Americans
listen to
online audio
weekly ¹

Of public radio listeners
who stream audio,
2 out of 3
listen to their favorite
public radio station's
stream weekly. ²



Mobile App

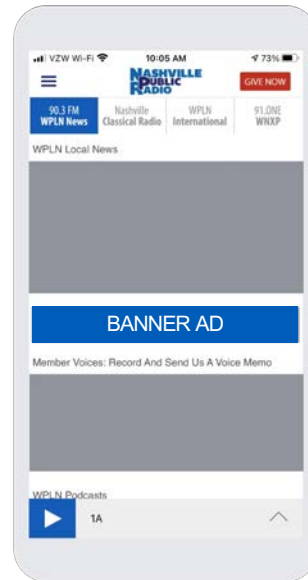
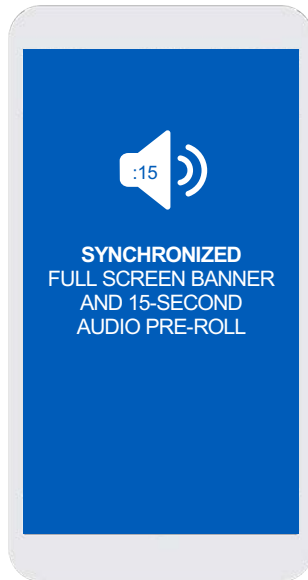
Leverage the High Impact Combination of Audio and Banner Ads

Fans of Nashville Public Radio tune in with the station mobile app, available on Apple and Android devices.

AD UNITS

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

Note: Clients can choose to submit a range of ad sizes. See ad specifications for details.



Newsletters

Gain Affinity Among Core Fans

Nashville Public Radio's newsletters reach highly engaged audiences. Ads are presented along with top stories, providing prominence.

300x250 BANNER ADS

NEWSLETTER	SUBSCRIBERS	OPEN RATE	FREQUENCY
<i>NashVillager</i>	~ 20,000	77%	5 mornings, Monday-Friday
<i>This Is Nashville</i>	10,200	70%	1 day per week
<i>The Weekly Record</i>	12,800	32%	1 day per week

Source: Apr-Sep 2022

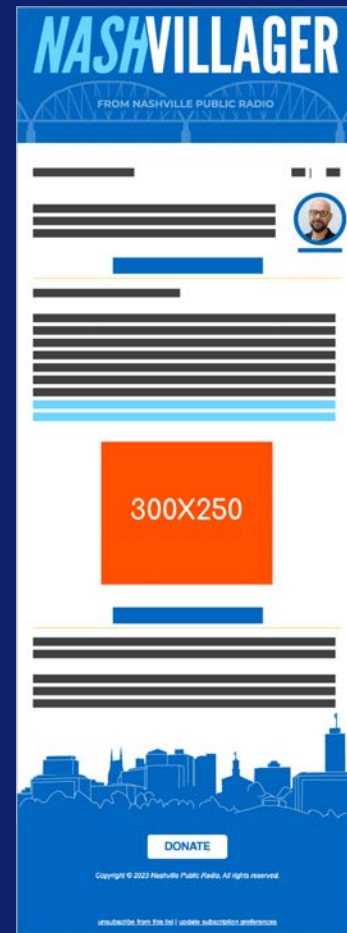
NashVillager is a daily digital journal that reads like a note from a friend.

Curated by Nashville native and director of digital products Mack Linebaugh, *NashVillager* gives subscribers a way to start their day in the know — from local news and events, to national headlines from NPR to music discovery.

Build message recall with daily frequency.

**Monday – Friday
Weekly Sponsorship:**

One 300x250 ad each day,
100% SOV



Podcasts

Immersive Listening Makes Your Message Memorable

Podcast fans enjoy listening at their convenience, using their audio player and device of choice.

AD UNITS

15-second Audio Pre-rolls

30-second Audio Mid-rolls

SHOWS

This Is Nashville

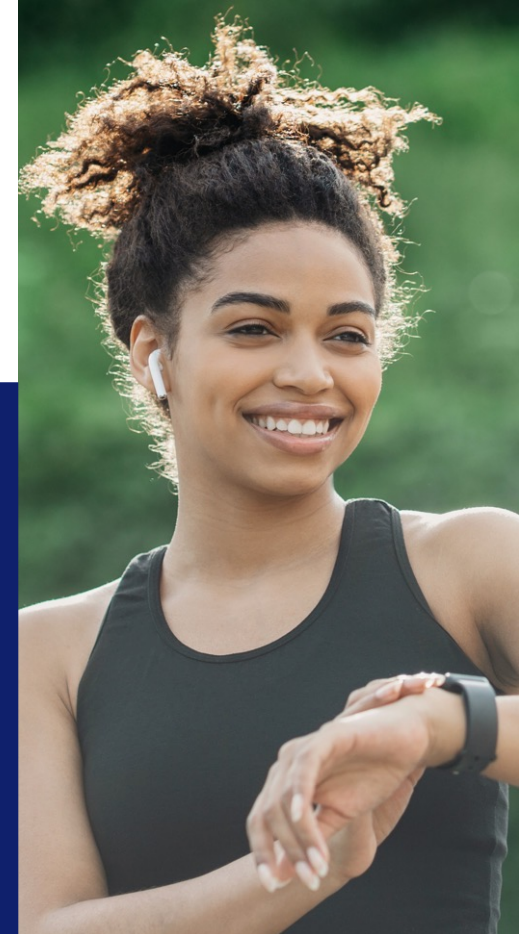
This live flagship program of WPLN News is driven by community, for community. Also airs daily on WPLN.

Curious Nashville

Answering listener questions about the city and Middle Tennessee. Includes oddities, history and stories of how local institutions operate.

76%
of NPR podcast
listeners have
taken action
in response to a
sponsorship message

Source: NPR All Podcasts Survey, February 2022



Dedicated Email

Supercharge Your Email Outreach

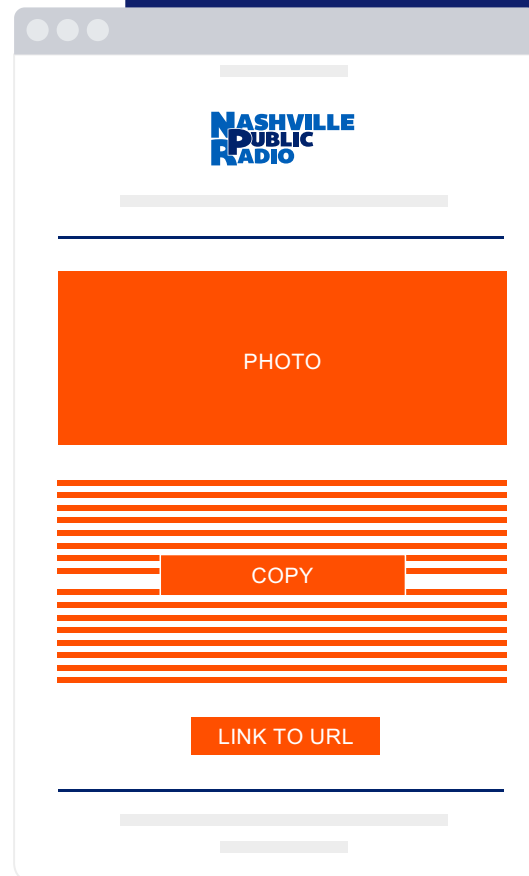
CONNECT WITH OUR INFLUENTIAL NASHVILLE NETWORK OF ~20K SUBSCRIBERS!

Nashville Public Radio provides a dedicated email blast to Middle Tennesseans on behalf of sponsors. This unique marketing opportunity aligns your brand with our influential audience eager to support local sponsors.

Direct visitors to your site / event with:

- A captivating subject line
- Your dedicated message (500 words max)
- Your eye-catching image
- 100% share of voice
- Button to site / event

Limited to two sends per sponsor per month in a 12-month period with one week separation. Creative content must be different if the sponsor is the same within a month. Nashville Public Radio reserves the right to approve content and creative. 14-day cancellation notice required.



Dedicated Sponsor Email Guidelines

Materials are due no later than 1 week prior to launch.

Final approval due no later than 2 business days before launch*.

Subject line: prefixed by “Sponsored”

Preview text: 140 characters max when "sponsored:" is included

Headline image: 1200px wide by 600-900px tall

- Should not include text
- May include an overlaid company logo
- May not be just a logo

Headline: three to nine words

Body copy and links: one to two paragraphs, 500 words max

- May include sub-section headers of three to nine words
- Optional call-to-action button copy should be concise, motivating text such as “Learn more” or “Sign up”
- Only the headline image is allowed

*One review per dedicated email for sponsor's edits before final launch.

