DIGITAL OVERVIEW

LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS
FOLLOW NASHVILLE PUBLIC RADIO
HEAR IT, SEE IT, CLICK IT
Connect with Nashville Public Radio Fans via Multiple Touchpoints

24x7 AUDIO STREAMING
329,000 sessions / month
78,000 unique streamers / month

PODCASTS
64,000 downloads / month

WEBSITE
252,000 page views / month
143,000 unique visitors / month

APP
35,000 sessions / month

NEWSLETTERS
49,000 combined subscribers
24% average open rate

SOCIAL MEDIA
37,000 connections and growing

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

Photo Credits: Looking up by Dan Neumann (Cover); Phones by Fairphone — Sourced via Flickr Creative Commons
Effectiveness of Cross Platform Ads

- **48%** increase in brand awareness when desktop and mobile ads included in a campaign
- **77%** increase in recollection of product attributes

*Source: Nielsen / Google*

*Photo Credit: Mike Beales — Sourced via Flickr Creative Commons*
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
Be Heard at the Start of the Stream

AD UNITS
• 15-second pre-roll including station preamble
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

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**Shows**

**The Promise**
A Peabody Award-winning series about inequality and the people trying to rise above it. Season 1 explored life, death and change in the Projects. Season 2 focused on two schools in one neighborhood — one black and poor, the other white and well-off, and the kids stuck in the middle.

**Curious Nashville**
Answering listener questions about the city and Middle Tennessee. Includes oddsities, history and stories of how local institutions operate.

**Movers & Thinkers**
Enter the minds of some of the most interesting innovators in Nashville as they discuss art, education, food, technology and much in between.

**Classically Speaking**
Go behind the scenes of classical music in Music City. Musician Colleen Phelps takes you backstage at the Schermerhorn Symphony Center for interviews with composers, conductors and instrumentalists.

**The Tri-Star State**
What’s happening in Tennessee politics this week? Breaking down what you need to know at the state capitol and beyond in just a few minutes.

**Versify**
Part storytelling and part poetry. Local poets go into the community and listen to stories from local people, then turn each life story into a poem, on the spot.

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**Nashville ranks #8**
in U.S. podcast use by market

*Source: Nielsen PPM Panel Characteristics Report, Q1 2019*
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.*
Nashville Public Radio’s newsletters reach highly engaged audiences. Ads are presented along with top stories, providing prominence.

300x250
BANNER ADS

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>SUBSCRIBERS</th>
<th>OPEN RATE</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect</td>
<td>25,000</td>
<td>21%</td>
<td>1 day per week</td>
</tr>
<tr>
<td>Daily News Update</td>
<td>11,000</td>
<td>31%</td>
<td>5 days per week</td>
</tr>
<tr>
<td>The Weekly Record</td>
<td>13,500</td>
<td>20%</td>
<td>1 day per week</td>
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