Digital Overview

LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW NASHVILLE PUBLIC RADIO
## Multiplatform Marketing Deepens Connections

<table>
<thead>
<tr>
<th>Platform</th>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio and 24/7 Live Audio Streaming</strong></td>
<td>Monthly Unique Listeners to WPLN / WNXP</td>
<td>268K</td>
</tr>
<tr>
<td></td>
<td>Monthly Streaming Sessions</td>
<td>414K</td>
</tr>
<tr>
<td></td>
<td>Monthly App Sessions</td>
<td>50K</td>
</tr>
<tr>
<td><strong>WPLN.org + WNXP.org</strong></td>
<td>Monthly Website Page Views</td>
<td>299K</td>
</tr>
<tr>
<td></td>
<td>Monthly Unique Website Visitors</td>
<td>172K</td>
</tr>
<tr>
<td><strong>Podcasts</strong></td>
<td>Monthly Podcast Downloads</td>
<td>50K</td>
</tr>
<tr>
<td><strong>Newsletters</strong></td>
<td>Total Newsletter Subscribers</td>
<td>40K</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>Connections</td>
<td>59K</td>
</tr>
</tbody>
</table>

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.

67% of Americans listen to online audio weekly

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

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
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.*
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
# 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

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>SUBSCRIBERS</th>
<th>OPEN RATE</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>NashVillager</td>
<td>Approximately 20,000</td>
<td>TBD*</td>
<td>5 mornings, Monday-Friday</td>
</tr>
<tr>
<td>This Is Nashville</td>
<td>10,200</td>
<td>70%</td>
<td>1 day per week</td>
</tr>
<tr>
<td>The Weekly Record</td>
<td>12,800</td>
<td>32%</td>
<td>1 day per week</td>
</tr>
</tbody>
</table>

Source: Apr-Sep 2022

The newly launched *NashVillager* is a daily digital journal that reads like a note from a friend. Curated by local journalist Anna Gallegos-Cannon, *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
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 our 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 one send per sponsor per month, 6 maximum sends in a 12-month period. Nashville Public Radio reserves the right to approve content and creative.