



DIGITAL OVERVIEW

90.7
WMFE

89.5
WMFV

Photo Credit: Lake Eola 03-15-18-62 by Eric Lopez on Flickr

ON AIR / ON APP / ONLINE

WMFE | WMFV Platforms Provide Multiple Touchpoints

24/7 AUDIO STREAMING

333,000 sessions / month

59,000 unique streamers / month

WEBSITE

499,000 page views / month

154,000 unique visitors / month

PODCAST

45,000 downloads / month

APP

22,000 downloads

NEWSLETTER

18,000 subscribers

SOCIAL MEDIA

21,000 connections and growing

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

— NIELSEN

WMFE.ORG

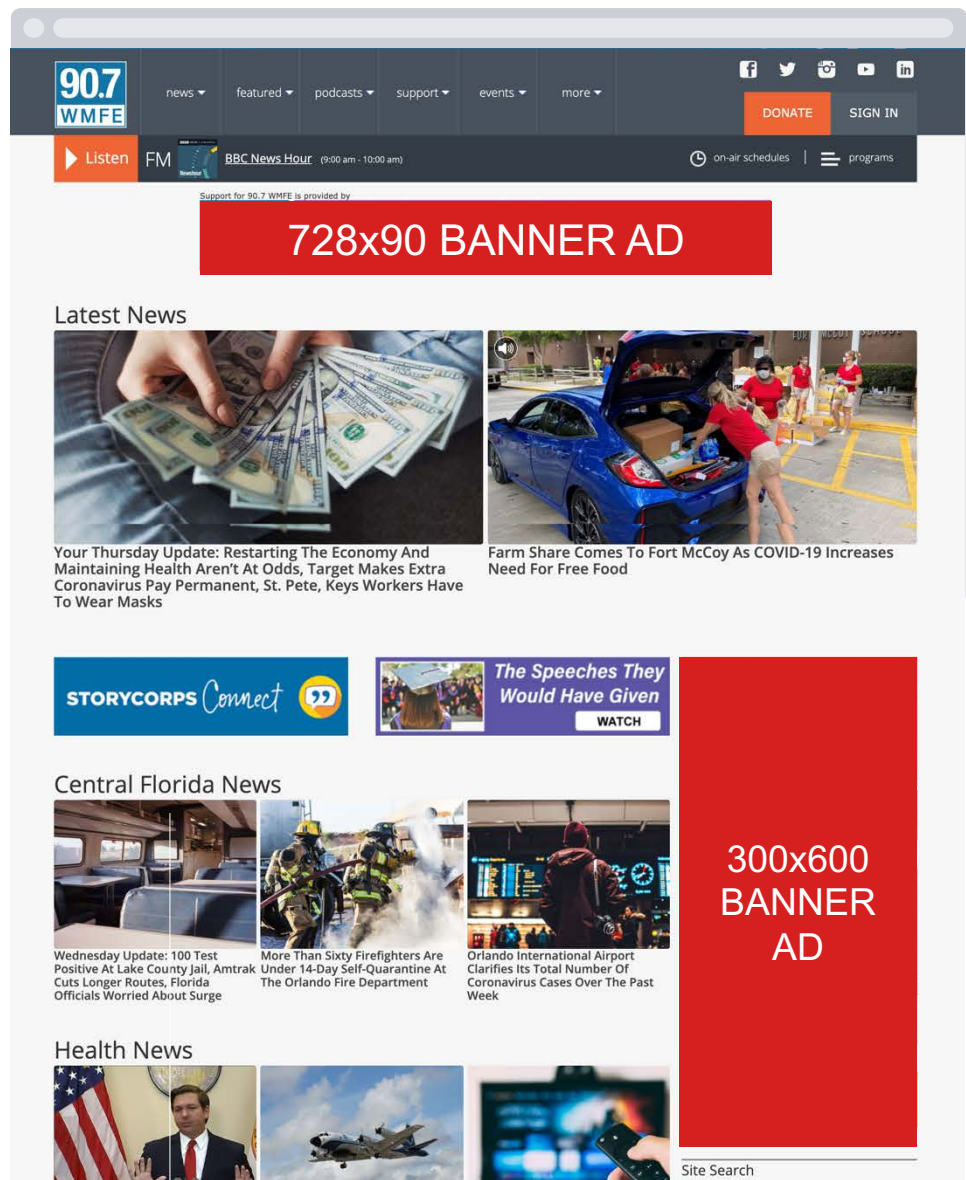
The WMFE website provides highly effective and well positioned banner ads in an uncluttered environment, allowing sponsors to reach our loyal audience alongside Orlando's top news stories

728x90 BANNER AD

Top, above-the-fold

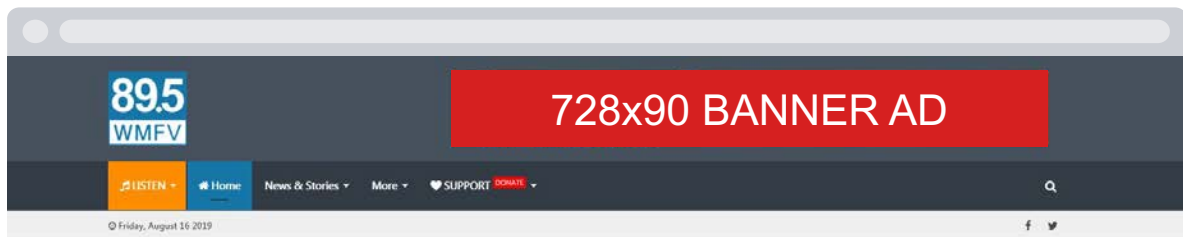
300x600 BANNER AD

160x600 BANNER AD



WMFV.ORG

Serving Cedar Creek, The Villages, Leesburg
and The Golden Triangle

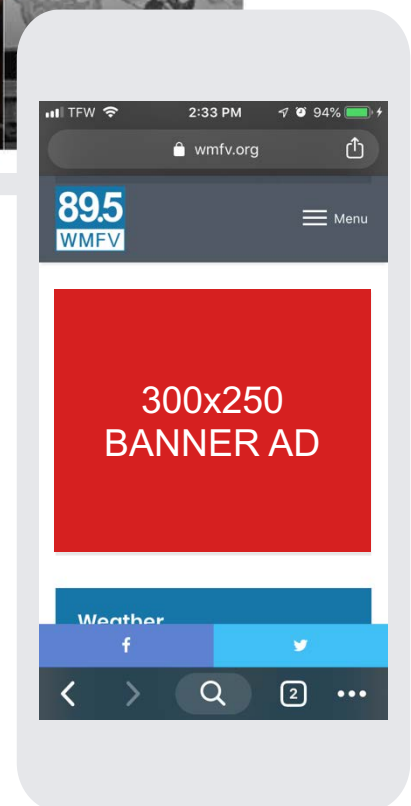


728x90 BANNER AD

Top center, above-the-fold

300x250 BANNER AD

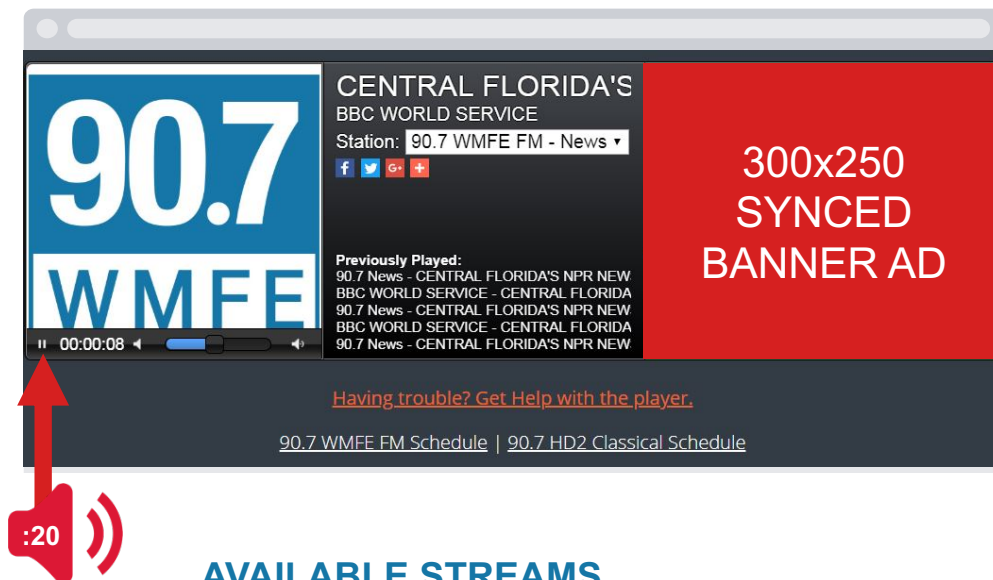
160x600 BANNER AD



24/7 AUDIO STREAMING

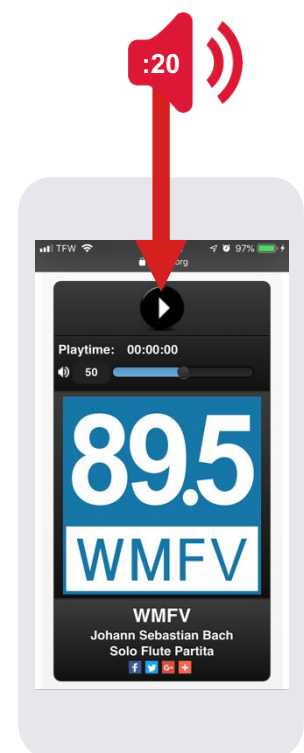
Plug into the streaming audience on both websites with audio ads and a high-impact synchronized unit

20-SECOND AUDIO PRE-ROLL + 300x250 SYNCED BANNER AD (where available)



AVAILABLE STREAMS

- WMFE News
- WMFE Classical Music
- WMFV News



AMERICAN AUDIENCES OF STREAMING RADIO HAVE RISEN STEADILY IN RECENT YEARS

64% listen to online audio monthly **+12%** from 2016 to 2018

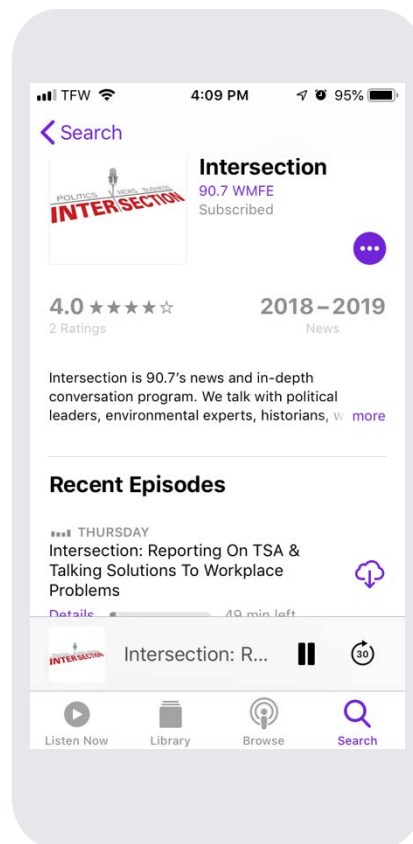
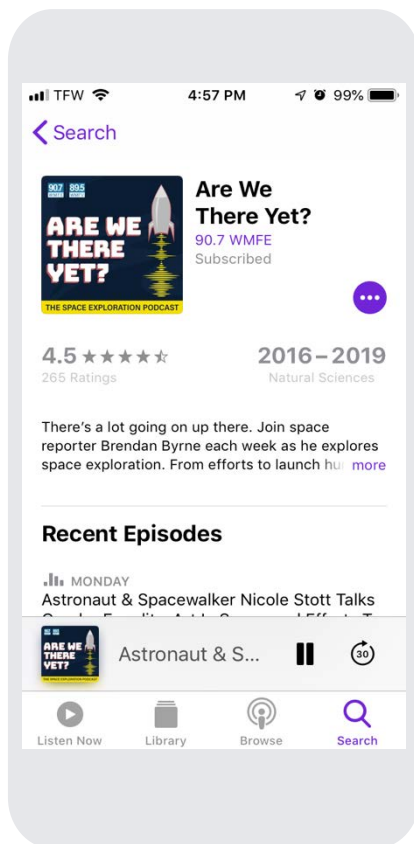
57% listen to online audio weekly **+14%** from 2016 to 2018

28% stream audio in the car monthly **+33%** from 2016 to 2018

Source: Infinite Dial 2018

PODCASTS

WMFE listeners engage with content on their own schedule using their audio player and device of choice



SHOWS

Are We There Yet?

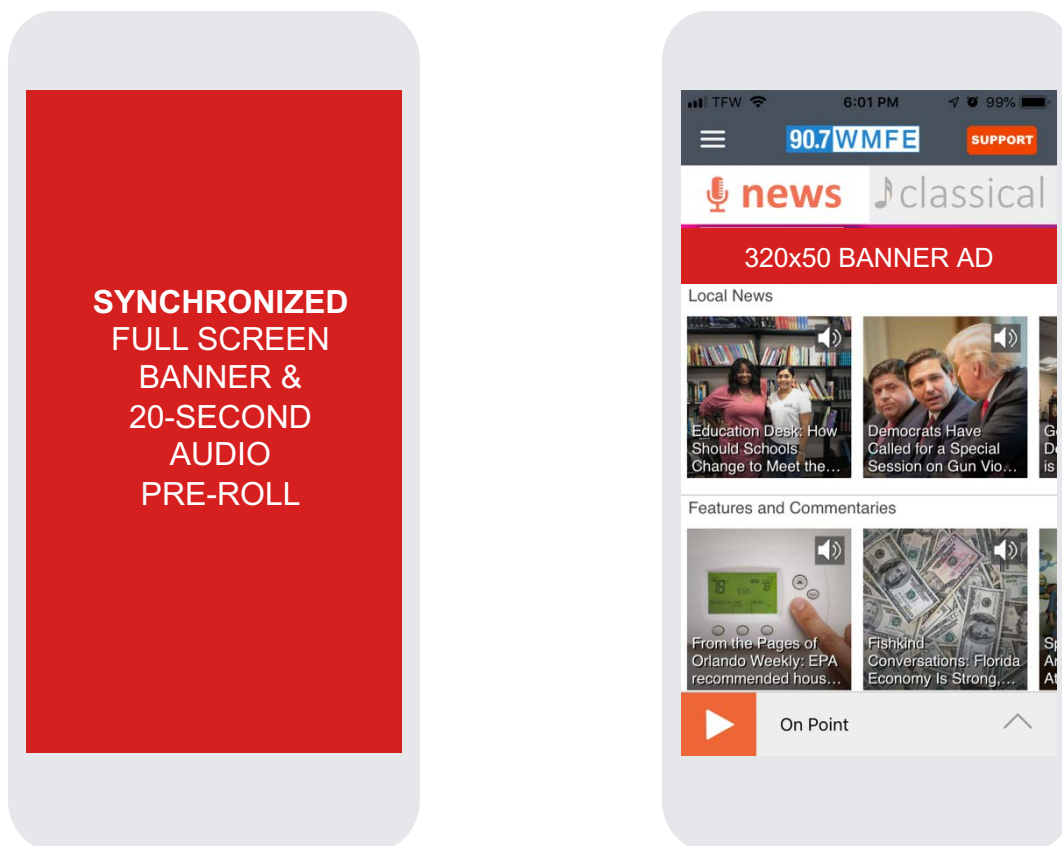
Intersection

AD UNITS

20-second Audio Pre-rolls

MOBILE APP

WMFE fans tune in with the station mobile app, available on Apple and Android devices. The high-impact combination of audio with banner ads makes a memorable experience



AD UNITS

- Synchronized 20-second Audio Pre-roll and Full-Screen Display Ad (sizes include 320x480 and 1536x2048)
- Leave-Behind Banner Ad (sizes include 640x100, 640x1136 and optional 320x50)

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



NEWSLETTER

Ads are presented to a core fan base of subscribers, interspersed with top stories, providing prominence in an uncluttered environment

SENT BI-WEEKLY

575x70 BANNER AD

300x250 BANNER AD




Tuesday, August 27, 2019

575x70 BANNER AD

sponsor


WE'RE YOUR PLACE FOR LIVE ROCKET LAUNCHES

You can catch a livestream of rocket launches from NASA, SpaceX and United Launch Alliance on the 90.7 WMFE Facebook page! T Minus Zero (T-0) is a partnership between WMFE and WJCT in Jacksonville to broadcast live launches on Facebook Live with pre-launch briefings from WMFE space reporter Brendan Byrne. Started in April, these launch videos now go out to dozens of public radio and TV stations' pages across the country to their more than a million followers! Videos go live about 5 minutes before a scheduled launch. Set yourself up to get a notification every time WMFE goes live, and you'll never miss a launch! [CHECK OUT THE LATEST LAUNCH VIDEO »](#)



TALKING PROJECT OPIOID, DANCING AND STEM, 9 A.M.

This morning on Intersection, the founder of Project Opioid, Andrae Bailey, joins us to explain the effort to get churches and businesses on board with the fight against the opioid epidemic. Then, we hear from a dance company that teaches dance to students who are differently abled. And, we talk to the College Football Playoff Foundation about an initiative to support teachers' and stem education in West Lakes, Orlando. Tune in to 90.7-FM starting at 9 a.m. or stream at wmfe.org or on our [mobile app](#), or ask your smart speaker to play WMFE. [VISIT INTERSECTION PAGE »](#)



TRENDING LOCAL STORIES FROM THE PAST WEEK

1. [Toxin Exposure Eyed In Walking Abnormalities Among Florida Panthers](#)
2. [Democrats Have Called for a Special Session on Gun Violence, But Governor Ron DeSantis says It's not Going to Happen](#)
3. [The 8 Florida Counties With The Most New Hepatitis A Infections](#)
4. [From the Pages of Orlando Weekly: EPA recommended household temps create heat on social media](#)
5. [Reporting "TSA in Turmoil": A Conversation With Danielle Prieur & Abe Aboraya](#)