

A background image showing a person's hands holding a smartphone and wearing a smartwatch. The person is wearing a dark blue t-shirt and has a beard. The background is blurred, showing some greenery and a bright light source.

Digital Overview

Listeners,
Visitors,
Streamers,
App and
Social Media
Users Follow
St. Louis Public Radio



Comprehensive Marketing Deepens Connections

Continuous Audio Streaming	479K	sessions / month
Website	588K	page views / month
Podcasts	145K	downloads / month
App	121K	sessions / month
Newsletters	55K	subscribers
Social Media	98K	connections

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

— Nielsen

STLPR.org | Display Banners

Associate Your Business with Credible Content in a Brand Safe Environment

970x50 EXPANDING AD

Top center, above-the-fold,
expands to 970x300

300x250 BANNER ADS

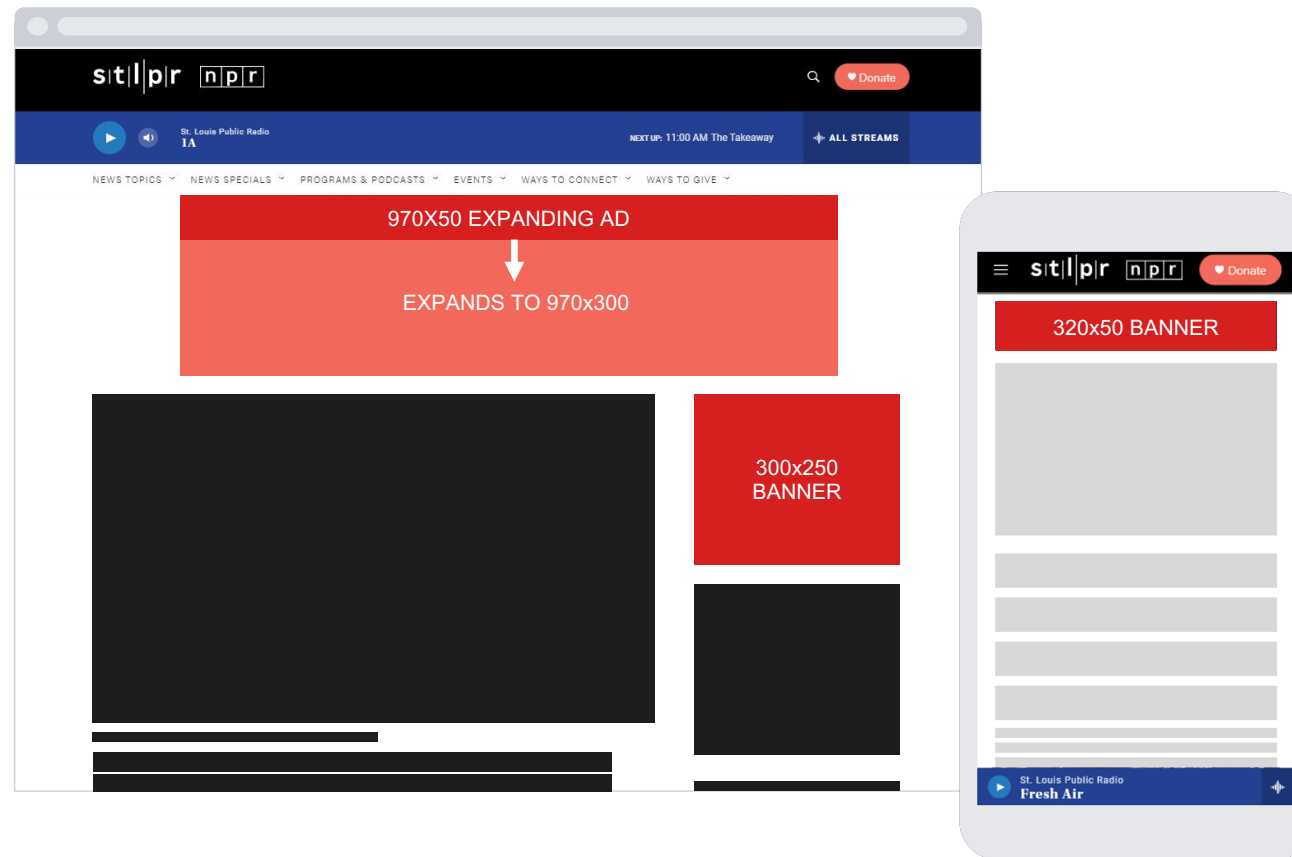
Right rail

320x50 SMARTPHONE BANNER AD

Top center

SPECIALIZED CONTENT TARGETING

Available for the
*Health, Science,
Environment* section



Listening on a mobile
device accounts for
**30% of all time
spent listening
to audio** — an
increase of 67%
since 2014

Source: Share of Ear® report,
March 2021, Edison Research,
Americans 13+

STLPR.org | Rich Media Banners

In-Banner Video Enhances Eye-catching Creativity and Interactivity

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

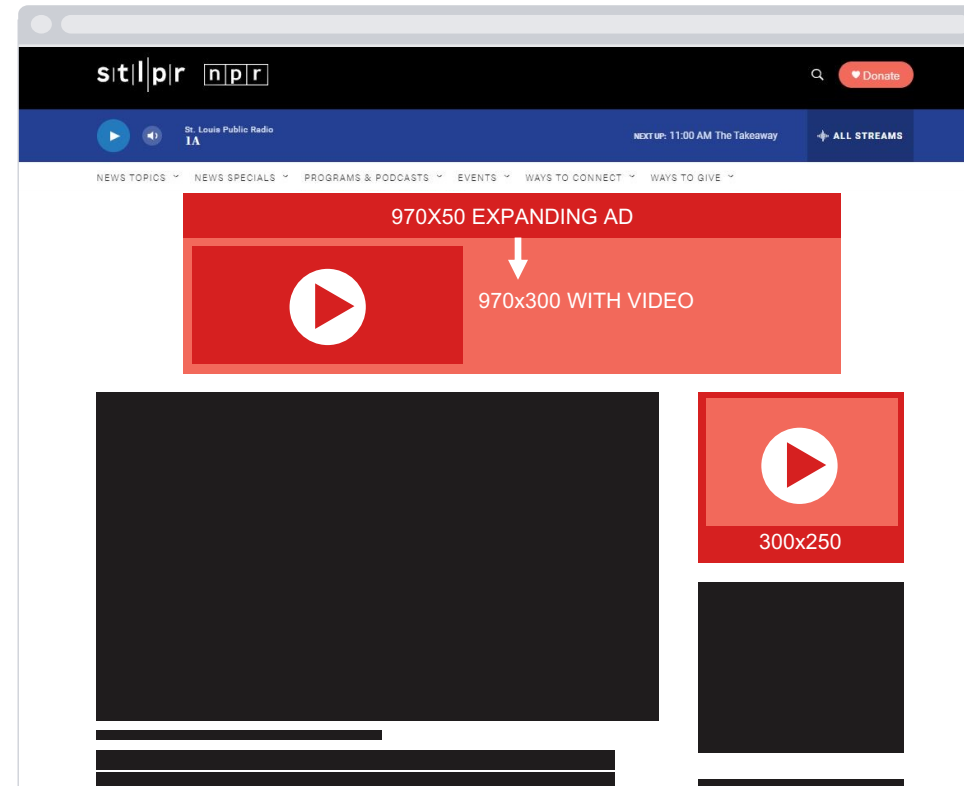
Right rail, with space
for clickable text beneath
the video

**When rich media is used in place of
standard banners, site visitors are:**

43% more likely to have attention drawn to an ad

23% more likely to remember brand messaging

Source: comScore / IAB



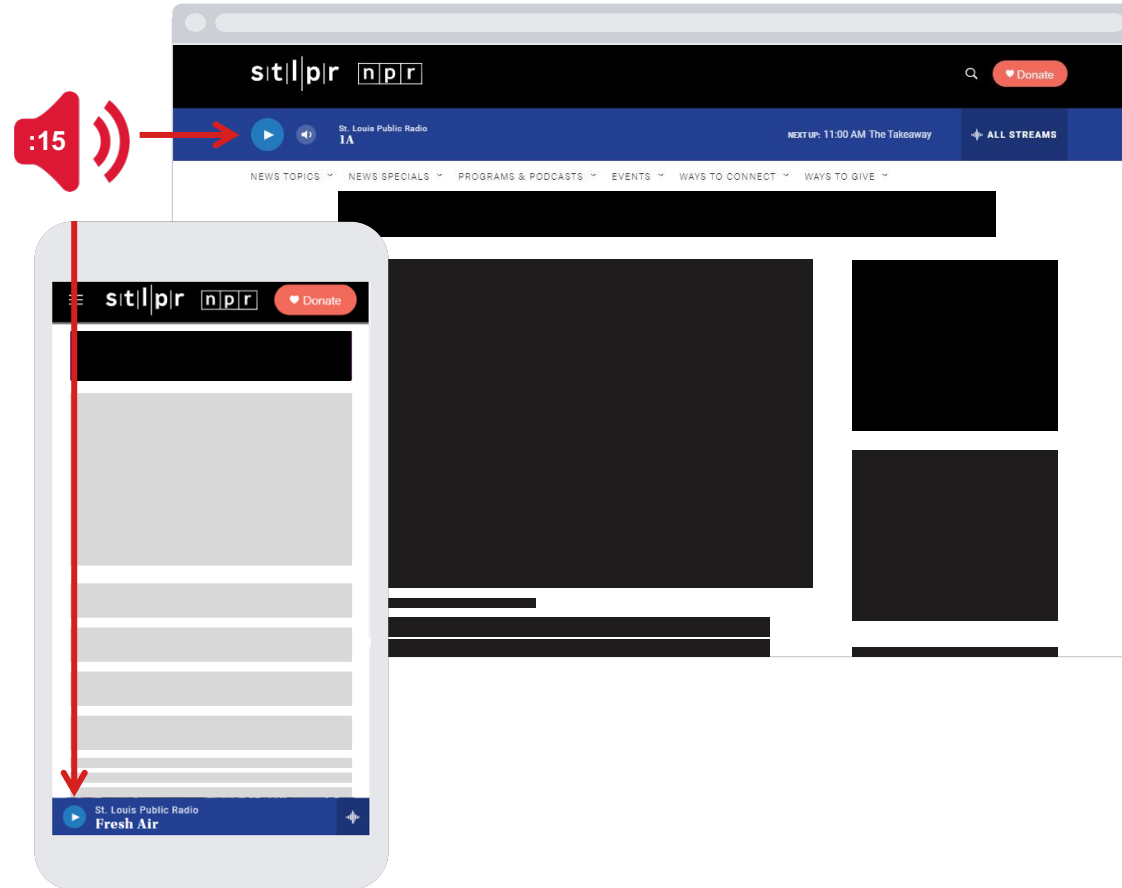
Continuous Audio Streaming

Gain Prominent Recognition at the Start of the Stream

15-SECOND PRE-ROLL

Four continuous audio streams available

- St. Louis Public Radio
- Jazz
- Classical



Podcasts

Immersive Listening Makes Your Message Memorable

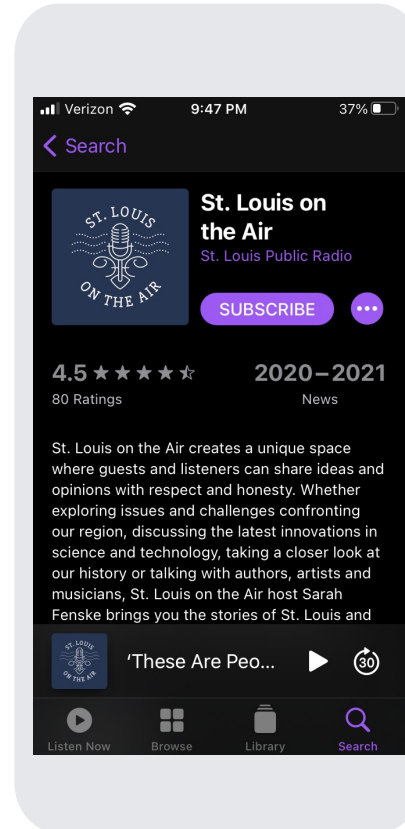
Avid fans of shows such as, ***St. Louis On The Air***, ***The Gateway***, ***Politically Speaking*** and ***We Live Here*** use podcasts to download and listen to episodes at their convenience.

15-SECOND PRE-ROLL & MID-ROLL

MULTIMEDIA PLAN

15-second audio pre-rolls and mid-rolls
On-air announcements
On-air tagged promos
Logo on podcast web page

Ask your Account Manager about plan details.



About Podcasts

- Users listen on audio player of choice such as iTunes, TuneIn, etc.
- Consumed across laptops, tablets smartphones and smart speakers

Sponsorship Builds Positive Image

76% of public media podcast listeners have a more positive opinion of its sponsors

Source: Edison Research Podcasting Survey, May 2018

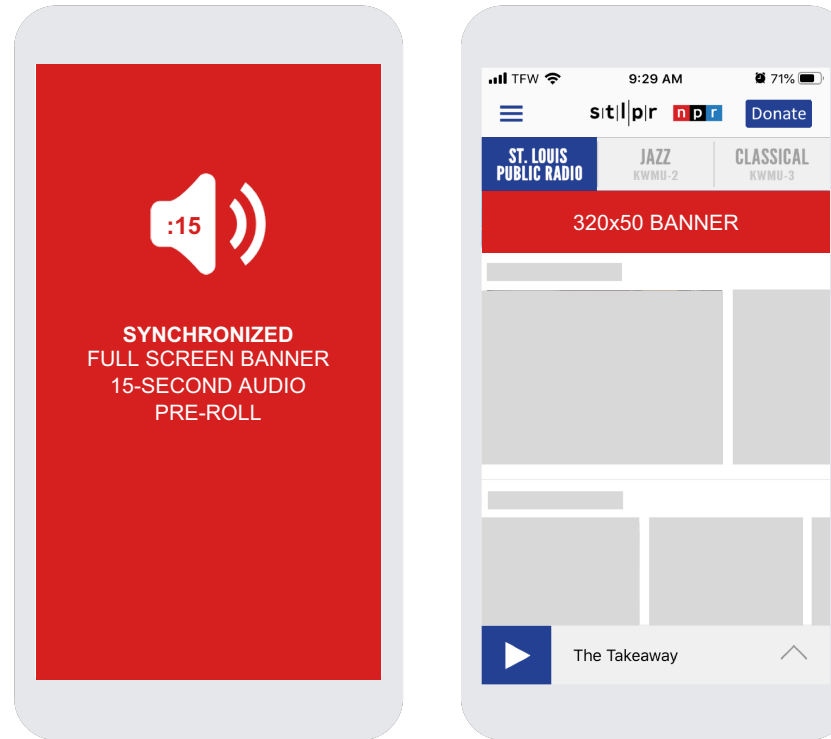
Mobile App

Leverage the High Impact Combination of Audio with Banners

AD UNITS

- Synchronized 15-second audio pre-roll and full screen display ad (sizes include 320x480, 640x960, 1536x2048)
- Banner ad (sizes include 320x50, 768x50, 640x100, 1536x100)

*A range of ad sizes are accepted.
See ad specifications for details.*



Newsletters

Gain Affinity Among Core Fans in an Uncluttered Landscape

640x250 OR 300x250 BANNER ADS

The Gateway Newsletter

Approximately 20 sends per month, weekdays

6,000 subscribers, Monday-Thursday

50,000 subscribers, Friday

Off Mic

4 sends per month, typically on Monday

14,000 subscribers

E-Updates

3 sends per month minimum

54,000 subscribers

