



DIGITAL OVERVIEW

LISTENERS,
VISITORS,
STREAMERS
AND
SOCIAL MEDIA USERS
FOLLOW



WAMU 88.5

AMERICAN UNIVERSITY RADIO

CONNECT ACROSS A BROAD RANGE OF PLATFORMS

WEBSITES

3,301,000 page views / month ¹

1,517,000 unique visitors / month ¹

24/7 STREAMING

2,636,000 sessions / month ²

PODCASTS AND ON-DEMAND

734,000 downloads / month ³

WAMU INSIDER NEWSLETTER

81,000 subscribers ⁴

DCIST DAILY NEWSLETTER

35,000 opt-in subscribers ⁵

SOCIAL MEDIA

965,000 connections and growing ⁶

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

— Nielsen

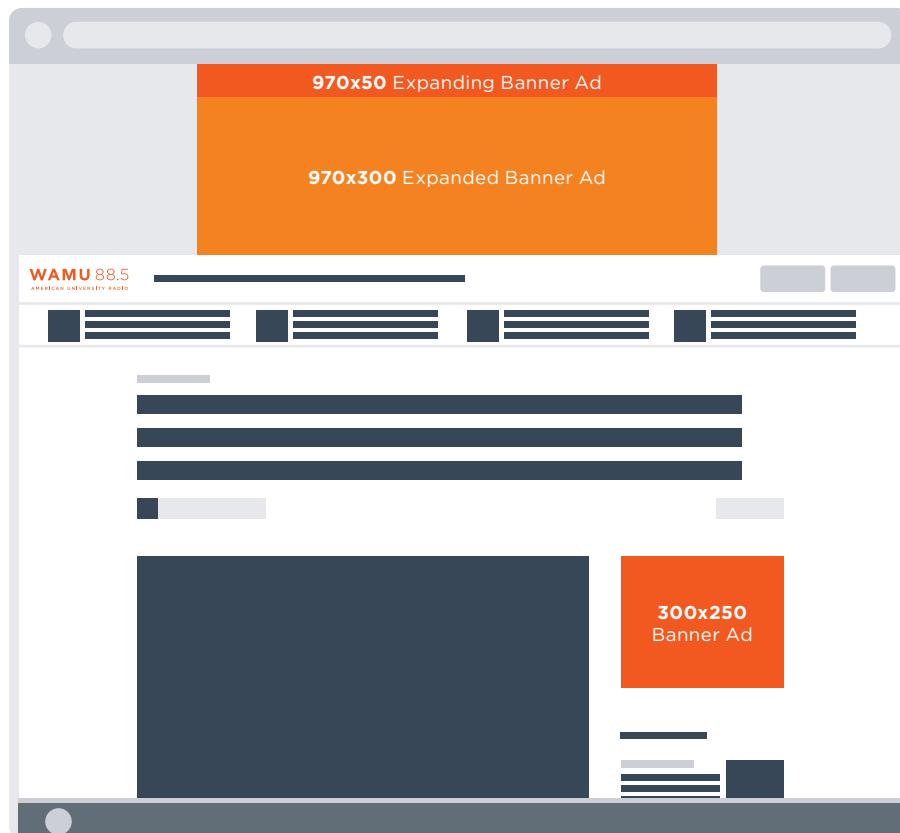
Estimates based on:

1. Google Analytics, 03/2021; 2. Webcast Metrics, 03/2021; 3. StreamGuys and PRX, 03/2021; 4. Engaging Networks, 03/2021; 5. Engaging Networks, 03/2021; 6. Facebook, Twitter, Instagram, YouTube, 04/2021

ALIGN YOUR BRAND WITH AWARD-WINNING CONTENT ACROSS PLATFORMS

WAMU.ORG

ADS OPTIMIZED FOR EVERY DEVICE



970x50 EXPANDING BANNER AD
Expands to 970x300

300x250 BANNER AD

320x50 MOBILE BANNER AD

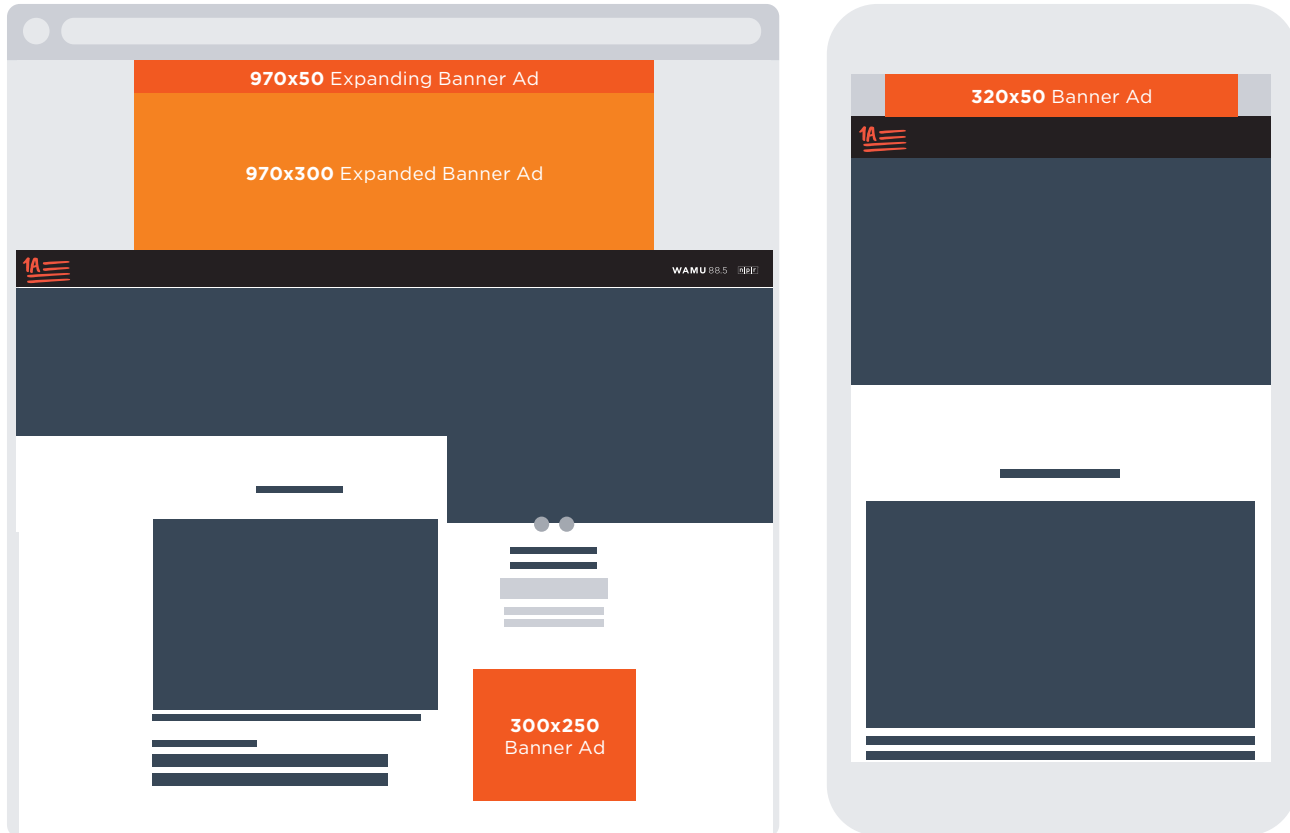
1,085,000 Monthly Page Views
433,000 Monthly Unique Visitors

Source: Google Analytics, 03/2021

ASSOCIATE WITH BELOVED VOICES OF THE WASHINGTON REGION

WAMU SHOW SITES

TARGET SPECIFIC WAMU SHOW AUDIENCES



RUN-OF-SITE | RUN-OF-NETWORK

Target an individual program site or run across the WAMU network, including wamu.org and WAMU show sites.

970x50 EXPANDING BANNER AD

Expands to 970x300

300x250 BANNER AD

320x50 MOBILE BANNER AD



THE1A.ORG

244,000 Monthly Page Views

90,000 Monthly Unique Visitors



DIANEREHM.ORG

32,000 Monthly Page Views

15,000 Monthly Unique Visitors

Source: Google Analytics, 03/2021

ENHANCE YOUR MESSAGE WITH THE POWER OF VIDEO

IN-BANNER VIDEO ADS



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

970x50 EXPANDING IN-BANNER VIDEO AD

Expands to 970x300 with space for clickable text or imagery to the right of the video

300x250 IN-BANNER VIDEO AD

Space for clickable text beneath the video

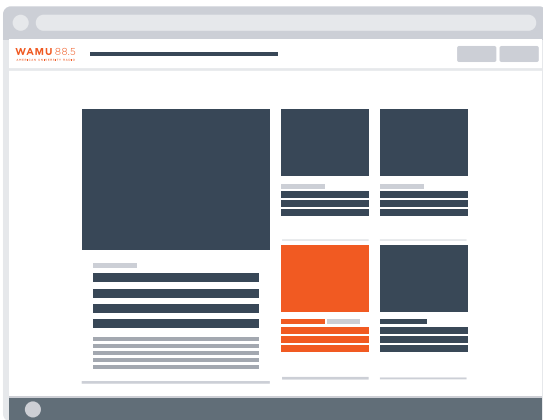
PROMOTE YOUR STORY WITH POWERFUL NATIVE MARKETING

SPONSORED CONTENT

FROM CONCEPTUALIZATION TO LAUNCH, WAMU PROVIDES OPTIONS TO CUSTOMIZE YOUR SPONSORED CONTENT CAMPAIGN

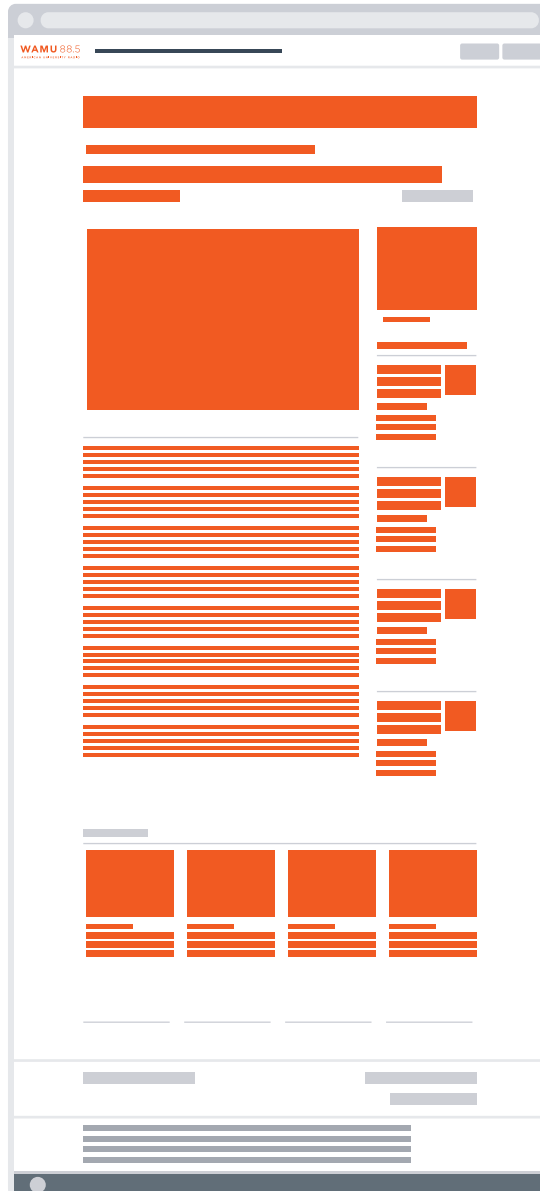
HOMEPAGE

Sponsored content posted in the featured story position for one day.



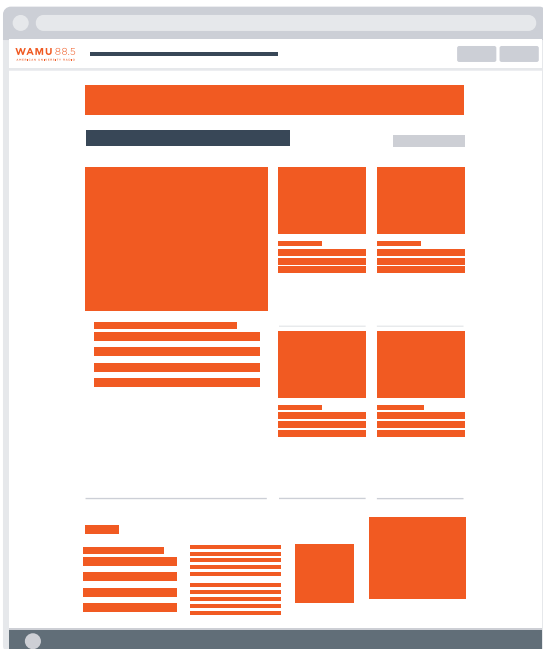
SPONSORED CONTENT STORY PAGE

A single story page with the four most recent stories in the right rail and at the bottom.



CAMPAIGN LANDING PAGE

Every story lives here throughout the duration of your campaign.

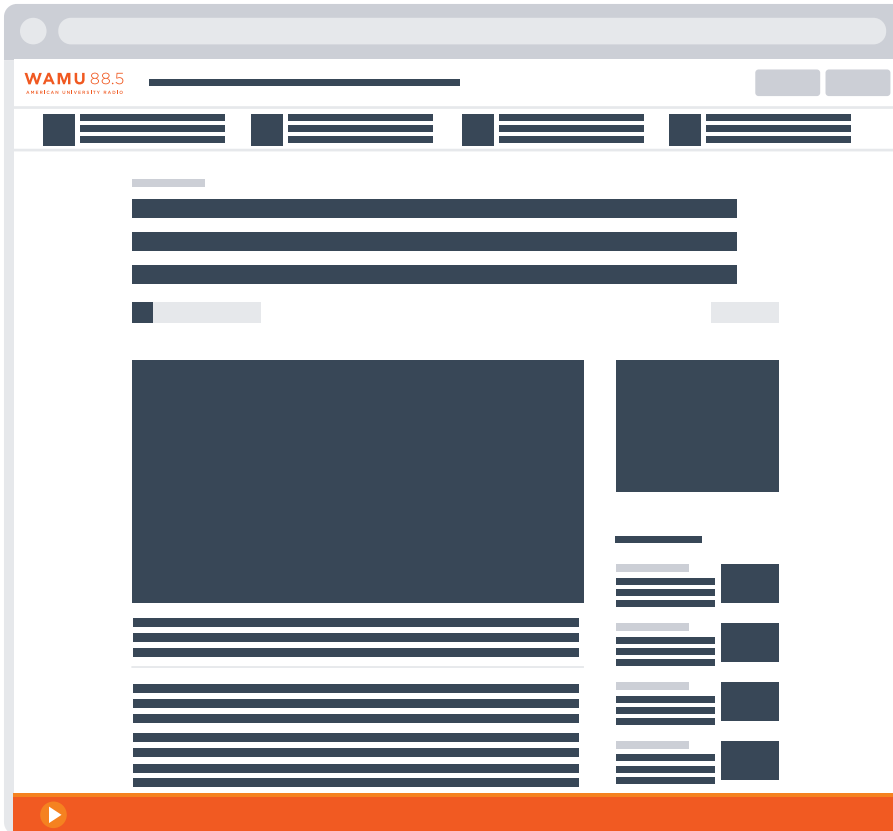


Program also includes Home Page Content Hub and Skybox placement

BE HEARD AT THE START OF THE STREAM

MEDIA PLAYER

WAMU EVER-PRESENT MEDIA PLAYER — 24/7 STREAMING



A fixture throughout wamu.org, the media player provides a sponsor with audio entrée to the stream.

PRE-ROLL

15-second message

2,636,000 Monthly Sessions

384,000 Monthly Unique Listeners

Source: Webcast Metrics, 03/2021

MAKE YOUR MESSAGE MEMORABLE

PODCASTS AND ON-DEMAND

AN IMMERSIVE LISTENING ENVIRONMENT

Fans listen at their convenience on their chosen audio player (iTunes, Stitcher, TuneIn, etc.) and chosen device (mobile, laptops, tablets, smart speakers). They can access past episodes via audio on-demand and podcast downloads for shows like *Diane Rehm: On My Mind*.

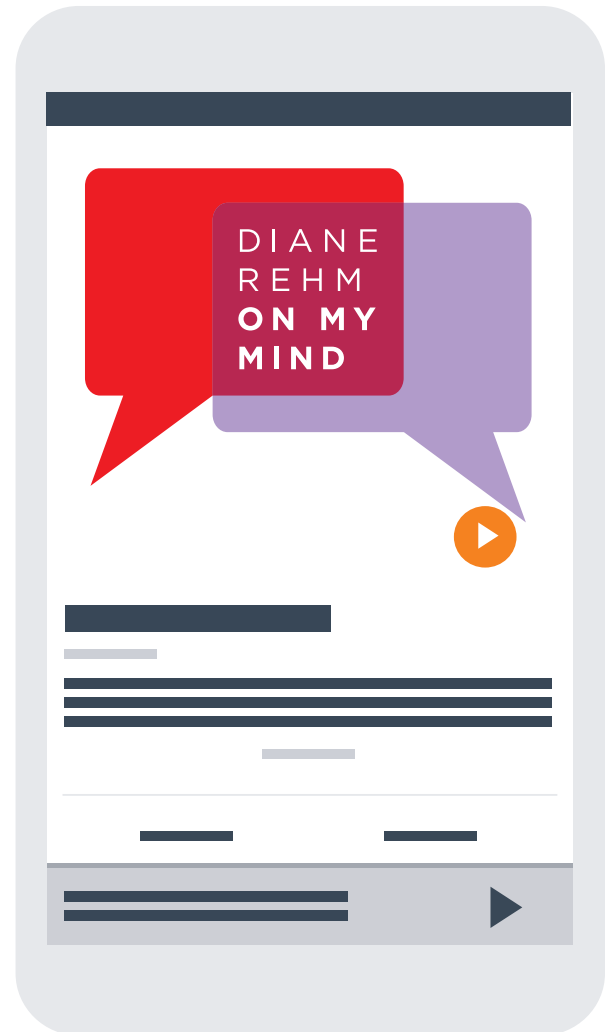
PODCAST / ON-DEMAND ADS

Run-of-network or targeted podcast

- PRE-ROLL**
15-second audio message
- MID-ROLL**
15- or 30-second audio message
- POST-ROLL**
15- or 30-second audio message

734,000 Monthly Downloads / Listens

Source: StreamGuys and PRX, 03/2021



LEAN-IN LISTENERS RESPOND

77% took action in response to a sponsorship message in an NPR® podcast ¹

Sources: NPR All Podcasts Survey, April 2019

GAIN AFFINITY AND HIGH VISIBILITY IN AN UNCLUTTERED LANDSCAPE

NEWSLETTER

EXCLUSIVE WEEKLY SPONSORSHIP

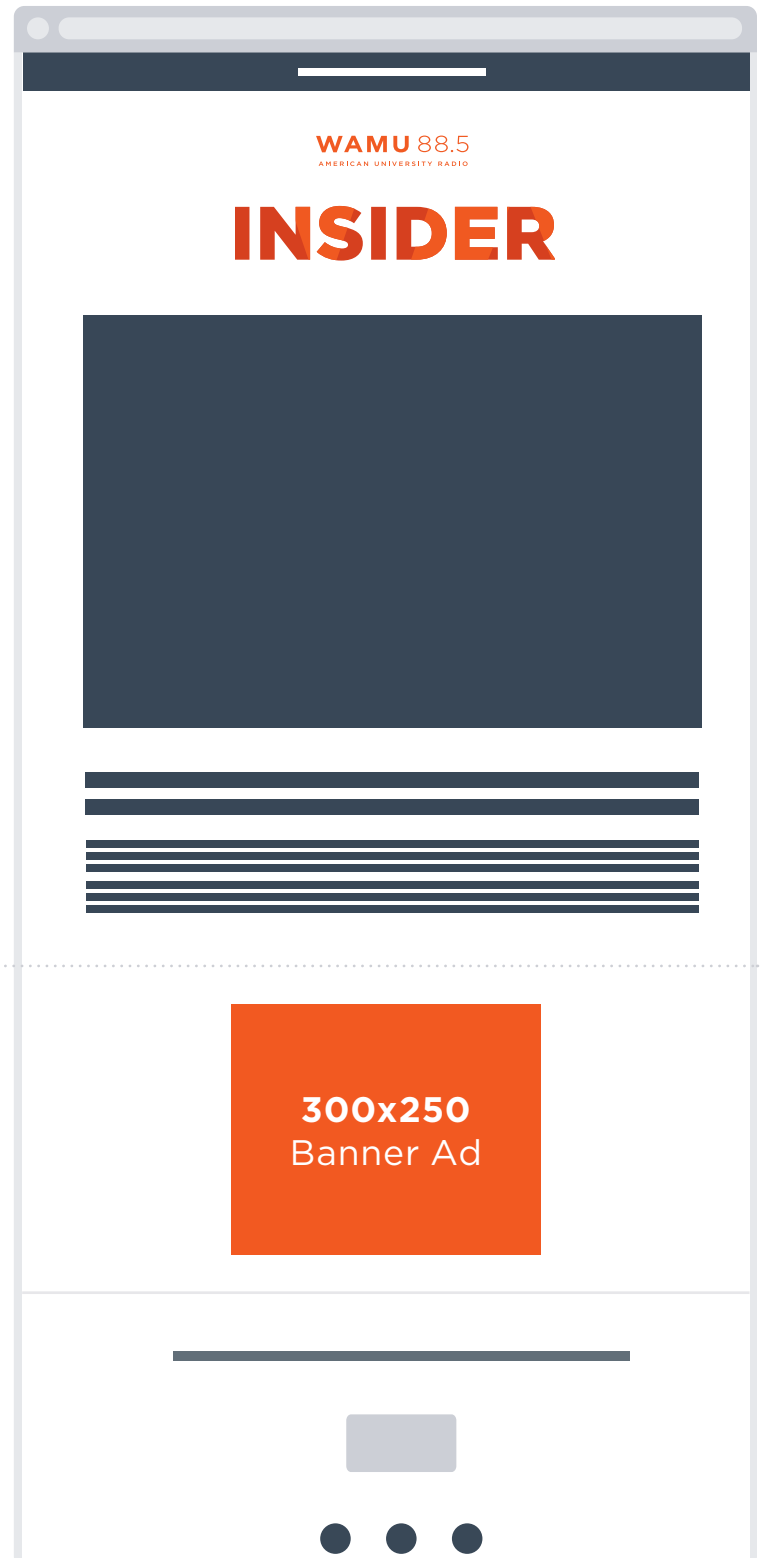
WAMU Insider, sent weekly, delivers top news, events and stories to thousands of engaged fans.

300x250 BANNER AD
100% share-of-voice per send

81,000 Subscribers

18% Open Rate

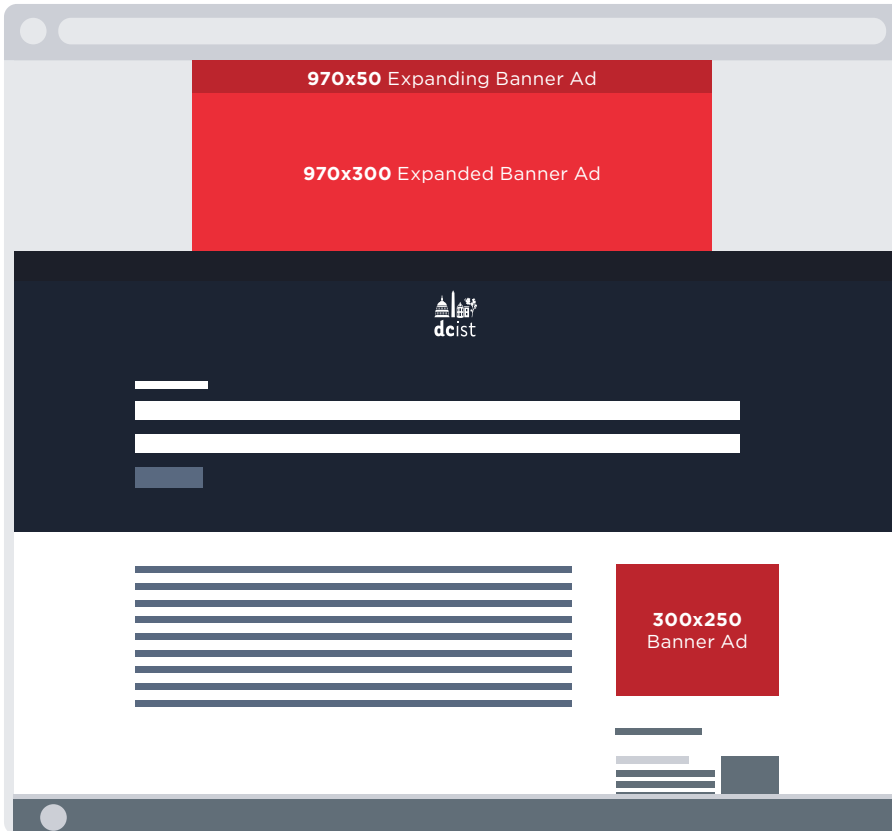
Source: Engaging Networks, 03/2021



BE KNOWN TO THOSE IN-THE-KNOW

DCist.COM

LOCAL NEWS AND CULTURE FOUND NOWHERE ELSE



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Expands to 970x300

970x50 EXPANDING IN-BANNER VIDEO AD
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300x250 BANNER AD

300x250 IN-BANNER VIDEO AD
Space for clickable text beneath the video

320x50 MOBILE BANNER AD

UNIQUE CONTENT

- Local News
- Arts + Entertainment
- Food
- Curiosities
- Overheard in D.C.

1,907,000 Monthly Page Views

961,000 Monthly Unique Visitors

Source: Google Analytics, 03/2021

MAKE YOUR MESSAGE STICK — GAIN REPEAT VISIBILITY

NEWSLETTER

EXCLUSIVE DAILY BANNER AD FOR THE WEEK

DCist Daily delivers fresh stories and Washington's most talked-about headlines into subscribers' inboxes on weekdays.

- Local News
- Arts + Culture
- Food
- Attitude (the right kind)
- Trending Hashtags

300x250 BANNER AD
100% share-of-voice per send

35,000 Opt-in Subscribers

33% Open Rate

Source: Engaging Networks, 03/2021



YOUR EXCLUSIVE MESSAGE — THEIR INBOX

DCist DEDICATED EMAIL

Enjoy creative flexibility and the exclusive spotlight to tell your story to core *DCist* fans.

- Up to 500 words of copy
- Your preferred photo or image
- Call-to-action button linking to your URL of choice

A limited number of dedicated emails are available per month.

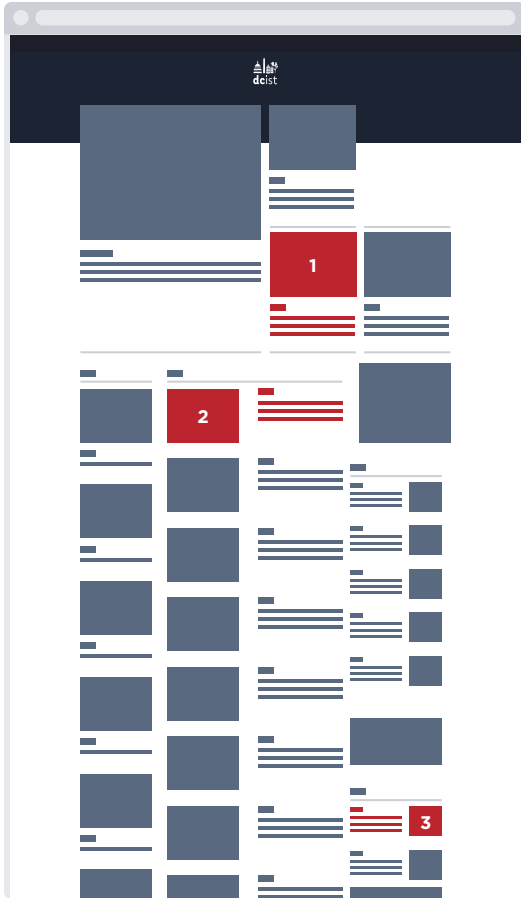
36,000 Opt-in Subscribers

Source: Engaging Networks, 03/2021



MAKE YOUR STORY NEWSWORTHY ACROSS DCist PLATFORMS

HOME PAGE + *DCist DAILY* SPONSORED POST



DCist DAILY NEWSLETTER

Sponsored post in one day's edition

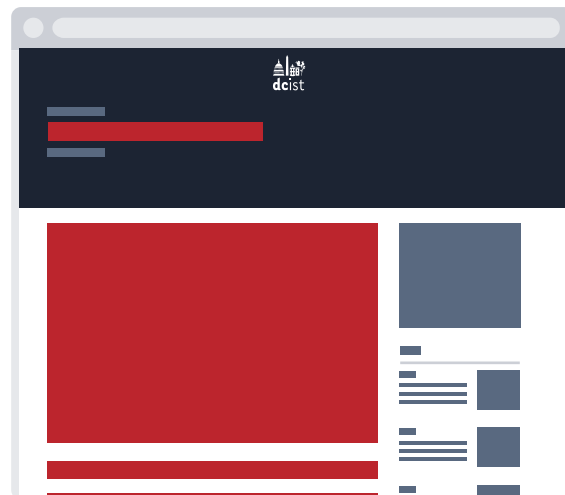
DCist HOME PAGE

Life cycle of your post headline and image

- 1** In **featured** stories, approximately 2 hours
- 2** Moves throughout **latest** stories
- 3** 1 week placement in **sponsored** stories

MORE SPONSORED POST OPTIONS

- Homepage a la carte
- *DCist Daily* a la carte
- Twitter add-on to any one of the three sponsored post options
 - Promote your post on *DCist's* Twitter feed to 364,000 followers
 - Two tweets per post; 1 per week



SPONSORED STORY PAGE

Linked from your headline and image

 Story lives on in **sponsored post archive**