

DIGITAL OVERVIEW

Visitors, Streamers and App Users
Rely On WUWM

WUWM 89.7
MILWAUKEE'S npr



Digital Marketing Deepens Connections

24/7 Audio Streaming	314,000 sessions / month
Website	220,000 page views / month
	135,000 unique visitors / month
App	37,000 sessions / month
Newsletter	14,000 subscribers 28% open rate

Source: Digital metrics internally sourced, Jan-Dec 2022

WUWM.com | Display Banners

Associate Your Business with Credible Content in a Brand Safe Environment

970x50 EXPANDING AD

Top center, expands to 970x300

300x250 BANNER ADS

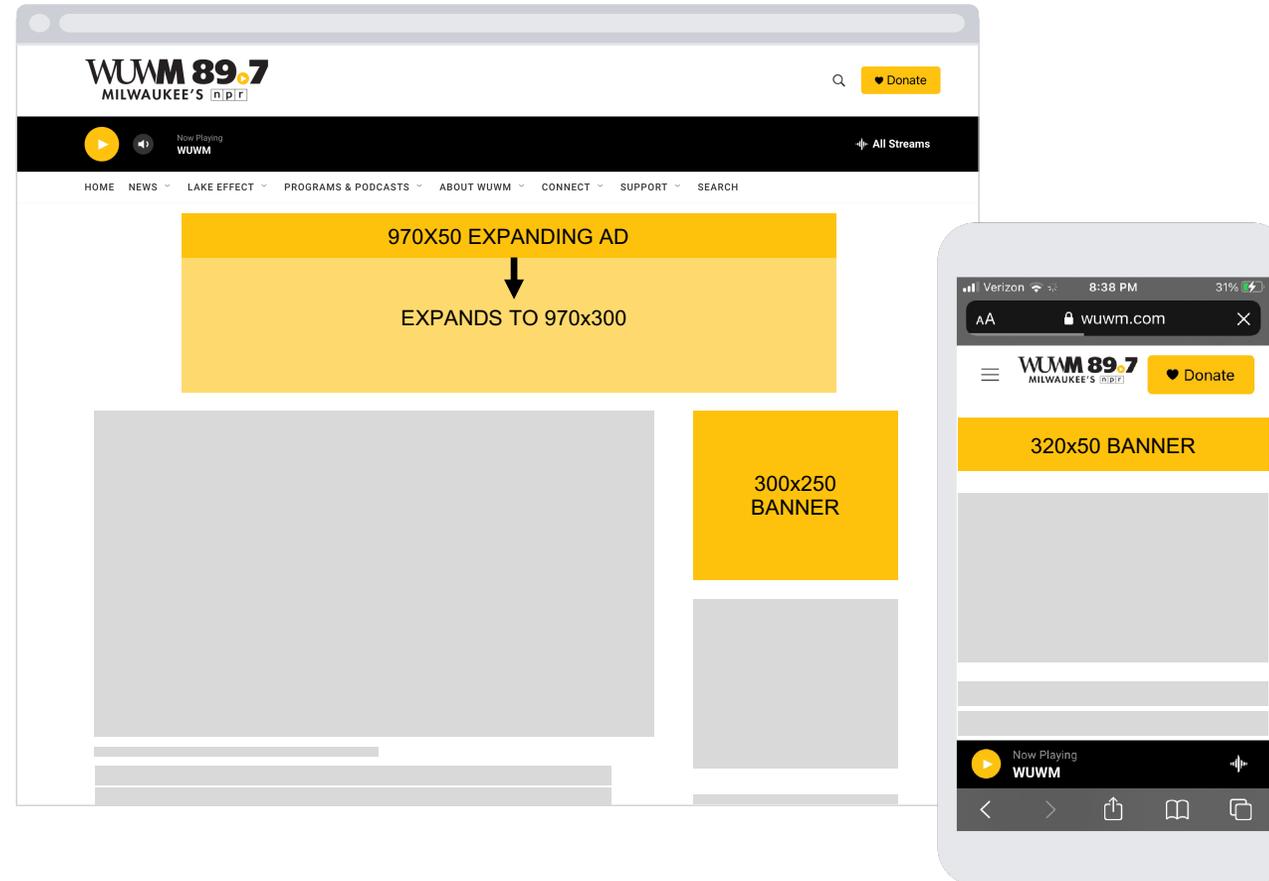
Desktop and mobile

320x50 BANNER AD

Top center, mobile only

65% of consumers say they are likely to **stop buying from a brand that advertises next to misinformation.**

Source: Integral Ad Science Age of Misinformation Research 2022



WUWM.com | 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

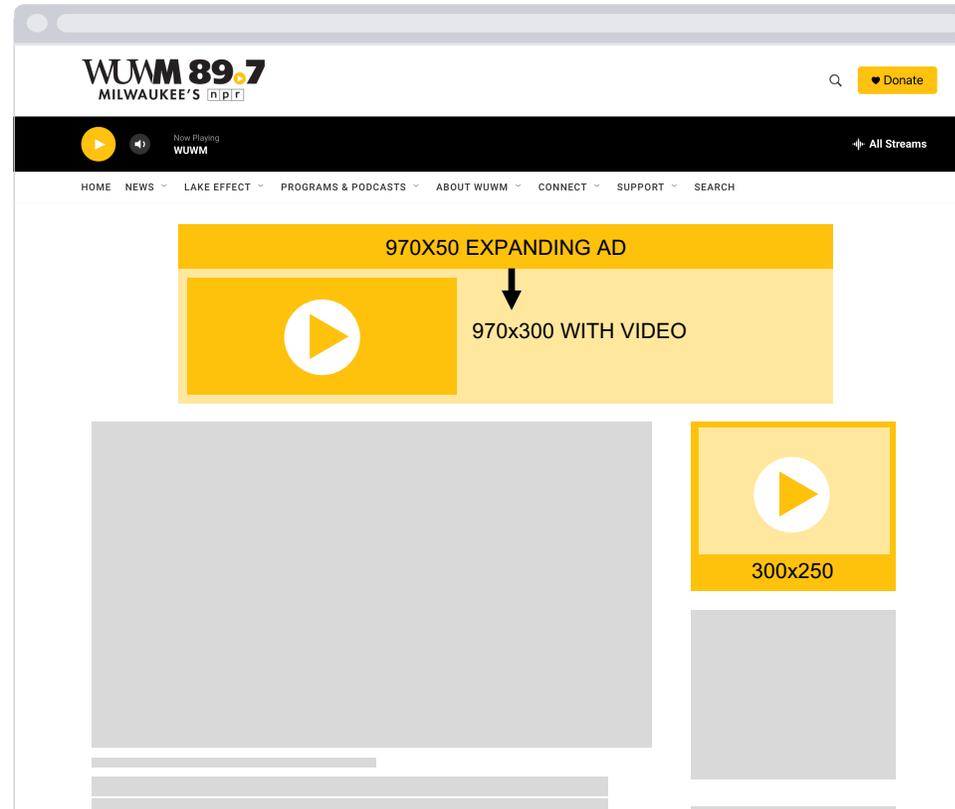
Right rail, with space for clickable text beneath the video

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

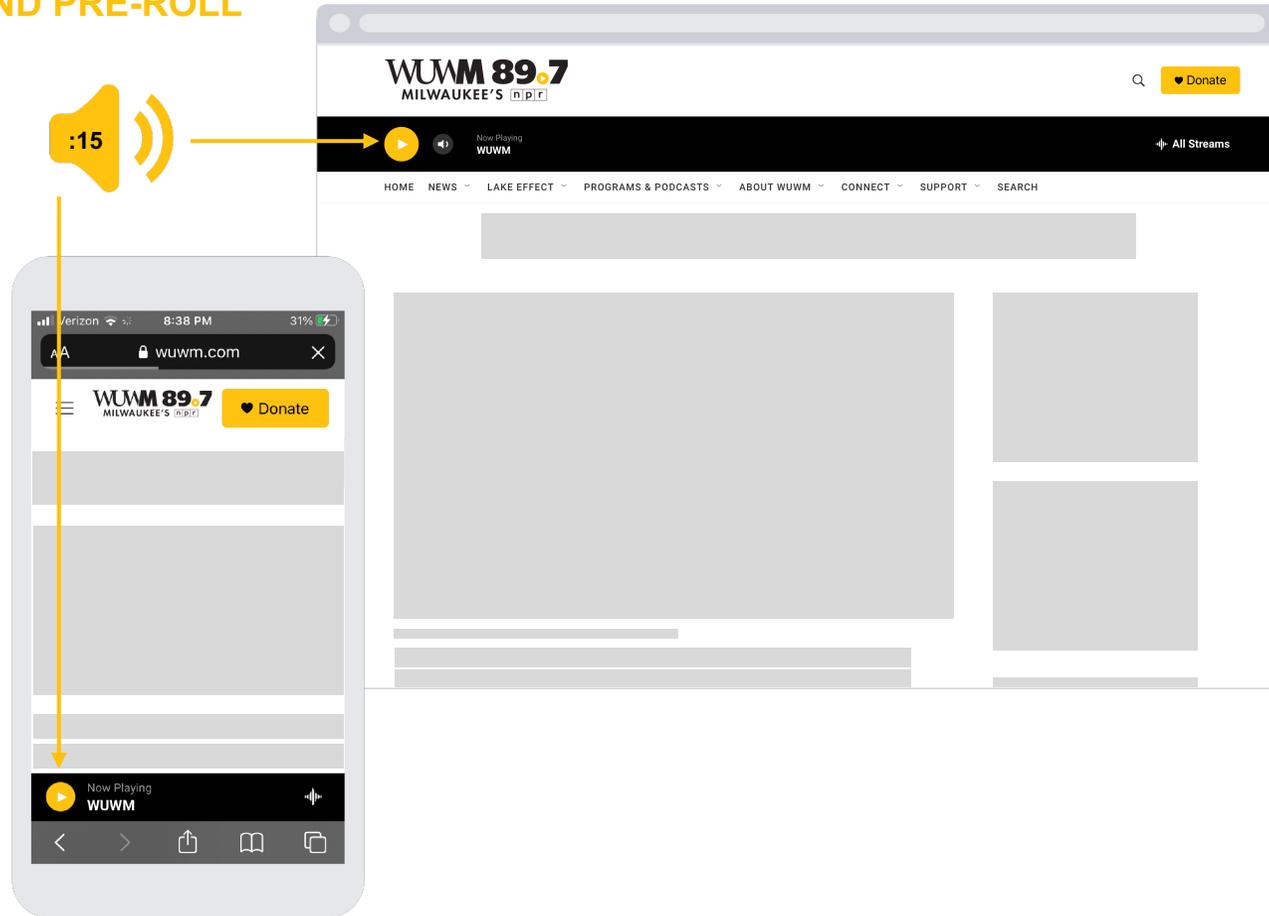
Source: comScore / IAB



Media Player 24/7 Streaming

Gain Prominent Recognition at the Start of the Stream

15-SECOND PRE-ROLL



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

Source: Public Radio Techsurvey 2021, Jacobs Media

Mobile App

Leverage the High Impact Combination of Audio with Banners

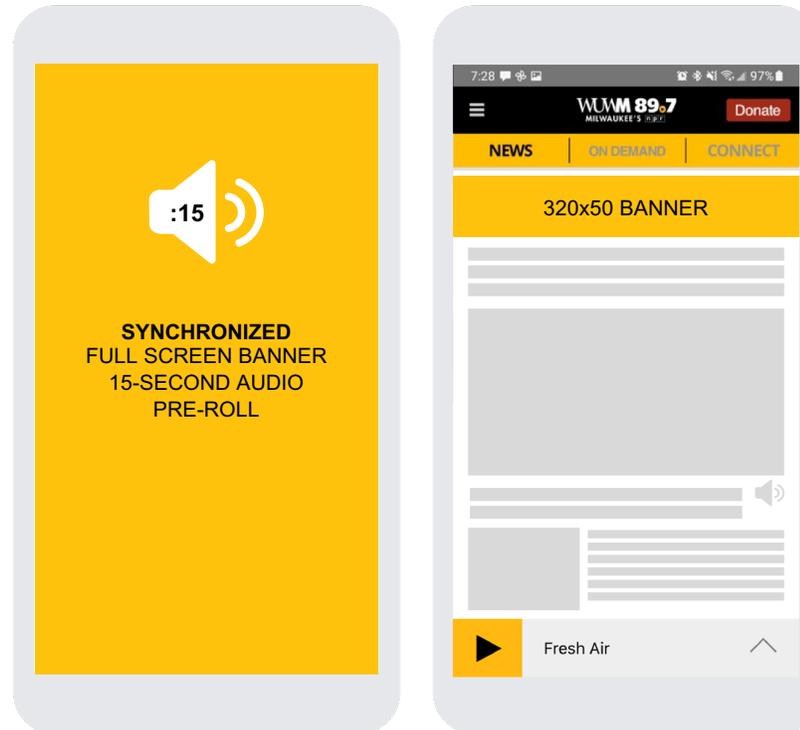
AD UNITS

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

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

In a survey of primarily public radio station members who downloaded a news, radio or music app, **more chose their local public radio station app than YouTube, Spotify, Pandora and Amazon Music.**

Source: Public Radio Techsurvey 2022, Jacobs Media



Newsletter

Gain Affinity Among Core Fans in an Uncluttered Landscape

600x150 or 190x150 BANNER ADS

WUWM's weekly newsletter, *Rewind*, reaches many of our most engaged audiences. Ads are mixed in with the the top stories of the week, providing prominence in an uncluttered landscape.

