DIGITAL OVERVIEW
Visitors, Streamers and App Users Rely On WUWM
Digital Marketing Deepens Connections

<table>
<thead>
<tr>
<th>Service</th>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/7 Audio Streaming</td>
<td>sessions / month</td>
<td>314,000</td>
</tr>
<tr>
<td>Website</td>
<td>page views / month</td>
<td>220,000</td>
</tr>
<tr>
<td></td>
<td>unique visitors / month</td>
<td>135,000</td>
</tr>
<tr>
<td>App</td>
<td>sessions / month</td>
<td>37,000</td>
</tr>
<tr>
<td>Newsletter</td>
<td>subscribers</td>
<td>14,000</td>
</tr>
<tr>
<td></td>
<td>28% open rate</td>
<td></td>
</tr>
</tbody>
</table>

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 top stories of the week, providing prominence in an uncluttered landscape.