DIGITAL OVERVIEW

Visitors, Streamers, App Users and Social Media Followers Rely On WUWM
Digital Marketing Deepens Connections

<table>
<thead>
<tr>
<th>Service</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>24/7 Audio Streaming</strong></td>
<td>337,000 sessions / month</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>177,000 page views / month</td>
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<tr>
<td></td>
<td>101,000 unique visitors / month</td>
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<tr>
<td><strong>App</strong></td>
<td>33,000 sessions / month</td>
</tr>
<tr>
<td><strong>Newsletter</strong></td>
<td>7,500 subscribers</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>48,000 connections</td>
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</tbody>
</table>

Source: Digital metrics internally sourced, Apr-Jun 2021
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+
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
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.
Newsletter
Gain Affinity Among Core Fans in an Uncluttered Landscape

**300x250 BANNER AD**
Right rail

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.