Scheduling for Success

Public Radio sponsorship is the perfect way to connect your business or organization with an engaged audience that is educated, affluent and connected to their community. Your Account Executive will work with you to develop a schedule that fits your budget and meets your marketing objectives.

Our goal is to deliver the results you expect. We keep the following in mind when developing a new campaign:

- **IPR is great at long-term awareness campaigns**
  
  **Be known before you’re needed.** That’s the best way to think about a long-term awareness campaign. Our audience may not need your services right away, but it’s likely that they will eventually. When that time comes, a consistent schedule on IPR will ensure they think of you first. The sponsors that have been with IPR the longest are those with consistent, annual schedules.

- **IPR is effective at promoting events**
  
  Many sponsors use IPR to promote events. Concerts and performances, lectures, community events open houses and more all have a place on IPR. We have event packages that are designed to ensure you’ll receive proper exposure. Or, we can build a schedule from scratch.

- **A mix of both**
  
  Some sponsors want long-term awareness and fast results. The best way to accomplish this is to focus the audience’s attention on a specific event or initiative. For instance, your long-term schedule can include messages that promote an upcoming open house, a particular short-term initiative or something seasonal like a new summer menu item or gift ideas for the holidays.

- **Frequency matters more than reach**
  
  IPR can work with most budgets. A larger budget allows for more flexibility, while a smaller budget requires a more strategic approach. With a smaller budget, we always recommend reaching fewer people more often, rather than reaching more people less frequently. It’s important that the audience hears your message multiple times over a short period of time. Because we only air a few sponsor messages each hour, you can make a big impact without breaking your budget.

- **Digital is a must**
  
  It’s always a good idea to combine a broadcast schedule with a digital ad campaign. Our website, app, newsletters and podcasts reach the same ideal audience. Research shows that including digital boosts the impact of a broadcast schedule. Who doesn’t need a little boost?

- **Change your message frequently**
  
  You never want the audience to tire of your message. Luckily, IPR doesn’t charge for new copy or for production, so there’s no reason why your message should get stale. You may also air several different messages in rotation. Any time you want to revise your copy, just reach out to your Account Executive and we’ll work with you to make the change.