Iowans know they can tune to Iowa Public Radio for comprehensive coverage of political happenings both here in Iowa and across the country. IPR is also a refuge from the barrage of political ads that are nearly impossible to avoid elsewhere.

It’s expected that campaigns will spend a record $6.7 billion on political ads this cycle. $0 of that will be spent with IPR.\(^1\)

**Because we don’t run political advertising on-air or online, your message will continue to stand out, and you don’t have to worry about your announcement being bumped for a political ad.**

Surround your message with quality, trusted programming; not by political ads.

- **86%** of listeners consider NPR programming to be “personally important” to them.\(^2\)
- **74%** of NPR listeners have voted in an election in the last year, so you know they’re tuned in.\(^3\)
- **77%** of listeners have taken action after hearing a sponsor announcement. Our listeners are truly engaged.\(^4\)

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\(^1\)Advertising Analytics, Cross Screen Media

\(^2\)Lightspeed Research, NPR Sponsorship Survey, March 2018

\(^3\)GfK MRI Doublebase 2016

\(^4\)Lightspeed Research, NPR Sponsorship Survey, March 2019