

GREAT POLITICAL COVERAGE

★ NO POLITICAL ADS! ★

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

LET US SHOW YOU HOW IPR CAN MAKE YOUR BUSINESS STAND OUT!

¹Advertising Analytics, Cross Screen Media

²Lightspeed Research, NPR Sponsorship Survey, March 2018

³Gfk MRI Doublebase 2016

⁴Lightspeed Research, NPR Sponsorship Survey, March 2019



IOWA PUBLIC RADIO™