Embrace the power of public radio.

Connect with the most informed, engaged and loyal Iowans.

Sponsorship Media Kit
Distinctive programming, fierce loyalty

IPR’s programming is unique and can’t be found elsewhere. This creates a strong connection with our audience — these aren’t just listeners, they are passionate fans of IPR.

News

Iowa’s source for NPR programs, including Morning Edition and All Things Considered, bringing national stories and local news together from IPR’s award-winning talk and news teams.

Studio One

Providing the best in new music and old classics, Studio One is Iowa’s daily soundtrack. Blues, folk, indie, roots music and more — and the only station providing a regular megaphone for Iowa bands and artists.

Classical

Timeless classics and new works with an emphasis on Iowa’s great symphonies, orchestras and operas. IPR Classical provides musical companionship and enlightenment.

We have continued to sponsor Iowa Public Radio even after tightening the belt on some of our other marketing efforts.

IPR reaches our target market on a regional level and we appreciate the format of sponsorship messages that blend with programming, rather than traditional radio commercials. We’ve heard many times ‘I heard your ad on public radio,’ so we know they’re listening.”

Kristy Sagdalen King
Bergland + Cram in Mason City
Compelling radio delivers an engaged audience

Our sponsors benefit from the halo effect: the positive sentiment listeners have towards businesses that support IPR.

- 72% of listeners hold a more positive opinion of sponsors that support NPR
- 84% of listeners have acted in response to a public radio sponsorship message
- 78% of listeners consider public radio to be personally important to them
- 68% of listeners prefer to buy products or services from NPR sponsors

Reach an ideal audience

They Have Buying Power
- 43% have a household income of $100,000+
- 29% more likely to have a net worth of $500,000+

They’re Highly Educated
- 57% have at least a 4 year college degree
- 153% more likely to have an advanced degree

They’re Community Focused
- 225% more likely to donate to arts and cultural organizations
- 133% more likely to contribute to social care/welfare organizations

60% of listeners find sponsors of public radio to be more credible companies

67% of listeners tune in to IPR more than any other station
- They listen to IPR for an average of nearly 9 hours every week

Sources:
Simple messaging, powerful results

You don't need to shout to be heard on Iowa Public Radio. Our sponsor messages are direct, to-the-point and are written in a style that our listeners appreciate.

Clutter-free radio

On average, we air just two minutes of sponsor announcements each hour.

Unique messaging

We will work with you to craft a message that's just right for your business.

Engaged audience

Engaging programming and music means listeners pay attention.

It all adds up

An IPR sponsorship offers a smart, effective way to reach an ideal audience.

“

The response we get from IPR listeners to our shows is incredible.

When we host IPR listener appreciation parties or provide tickets for the fund drive, IPR listeners respond to the offer, enjoy the show and send us thanks! As a non-profit with a limited budget, we've especially appreciated IPR’s willingness to work within our means. IPR staff also does an amazing job scripting our spots, and listeners tell us they heard about our shows on IPR.

We value our partnership with Iowa Public Radio.”

Lee Ann Bakros
Des Moines Community Playhouse
Boost your impact by going digital

IPR’s robust digital products offer sponsors a powerful way to increase the impact of their sponsorship to a new audience.

Our digital properties are an extension of our high-quality broadcast offerings:

- Trustworthy content
- Uncluttered environment
- No click-bait
- No annoying, intrusive ads

Users trust IPR to deliver the best in news and culture, so advertisers feel comfortable knowing that their brand is aligned with quality.

- **Desktop & mobile website**
  - Display ads
  - Leaderboard ads

- **Streaming**
  - News
  - Studio One
  - Classical

- **Email newsletters**
  - Daily Digest
  - All Access
  - Connections
  - Garden Variety
  - Chatter
  - Political Sense

- **IPR app**
  - Display ad
  - Streaming pre-roll
  - Streaming pre-roll w/ full screen takeover ad

- **Podcasts**
  - Talk of Iowa
  - River to River
  - Here First
The power of statewide

With 26 broadcast stations and a robust digital presence, IPR will tailor a schedule to help you reach customers in your local area or across Iowa and beyond.

IPR West Stations ●

NEWS/STUDIO ONE WEST
WOI 90.1-FM Ames/Des Moines
KNSK 91.1-FM Ft. Dodge
KNSC 90.7-FM Carroll
KNSL 97.9-FM Lamoni

NEWS WEST
WOI 640-AM Ames/Des Moines

CLASSICAL WEST
KICP 105.9-FM Des Moines
KICL 96.3-FM Des Moines
KICJ 88.9/97.7-FM Des Moines
KICG 91.7-FM Ames/Boone
WOI 104.7-FM Ames

IPR East Stations ●

NEWS/STUDIO ONE EAST
KUNI 90.9-FM Waterloo/Cedar Falls/Cedar Rapids/Iowa City
KUNI 95.3-FM Iowa City
KUNI 102.1/94.5-FM Davenport
KNSB 91.1-FM Bettendorf
KNSY 89.7-FM Dubuque
KNSM 91.5-FM Mason City/Clear Lake
KNSZ 89.1-FM Ottumwa

NEWS EAST
WSUI 910-AM Iowa City/Cedar Rapids
KRNI 1010-AM Clear Lake/Mason City

CLASSICAL EAST
KSUI 91.7-FM Iowa City/Cedar Rapids/Quad Cities
KHKE 89.5-FM Waterloo/Cedar Falls
KSUI 101.7-FM Dubuque
KHKE 90.7-FM Mason City/Clear Lake
KICW 91.1-FM Ottumwa

Digital ●

DESKTOP WEBSITE
166k pageviews/mo.
85k users/mo.

MOBILE WEBSITE
275k pageviews/mo.
166k users/mo.

IPR APP
8k users/mo.

STREAMING
66k streaming sessions/mo.

NEWSLETTERS
Daily Digest
16.6k recipients, 56% open rate
Garden Variety
7.4k recipients, 51% open rate
All Access
4.1k recipients, 42% open rate

PODCASTS
Talk of Iowa - 13k downloads/mo.
River to River - 9k downloads/mo.
Here First - 15k downloads/mo.

Choose to air your announcements on just one station group, on all stations in a region (IPR West or East) or statewide.
Where Iowa news, culture and music meet

We’re a community-based public radio network with a multimedia presence that provides free, local news and music to Iowans, wherever they are. We are an independent non-profit advised by a volunteer board representing — and committed to — serving all of Iowa. More than 86% of our funding comes from the listeners, businesses and organizations in local communities across the state.

Christina
Cole
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Sponsorship Inquiries

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