



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.



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

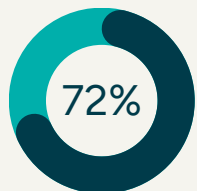
IPR reaches our target market on a regional level and we appreciate the format of sponsorship messages that blend with programming, rather than traditional radio commercials. We've heard many times 'I heard your ad on public radio,' so we know they're listening."

Kristy Sagdalen King
Bergland + Cram in Mason City

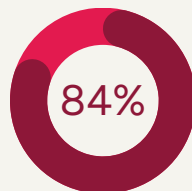
Compelling radio delivers an engaged audience



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



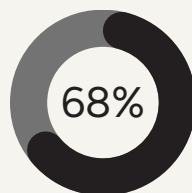
72% of listeners hold a **more positive opinion** of sponsors that support NPR



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



IPR has 27,000 active members who voluntarily donate and support their public radio station!

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.

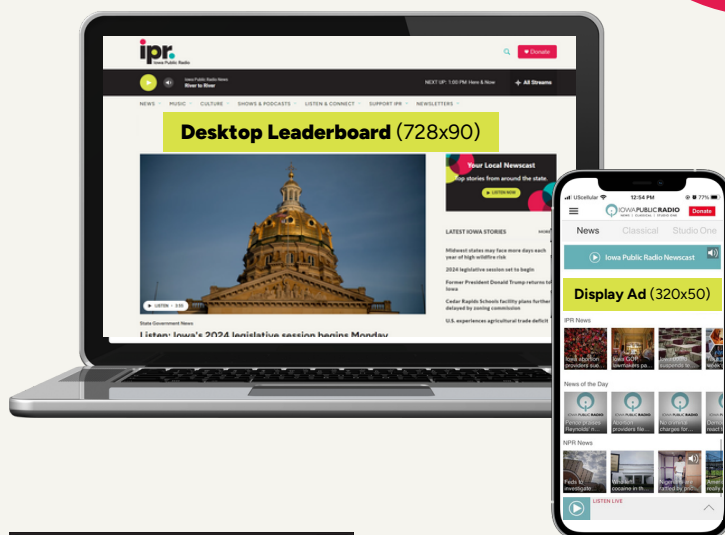
Our digital properties are an extension of our high-quality broadcast offerings:

- ✓ Trustworthy content
- ✗ No click-bait
- ✓ Uncluttered environment
- ✗ 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

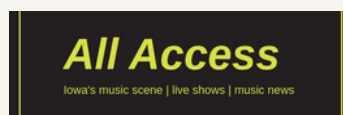
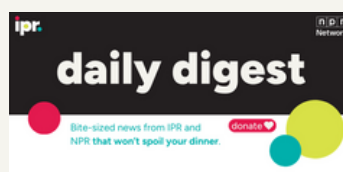
Daily Digest
All Access
Connections
Garden Variety
Chatter
Political Sense

► 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

Iona

Jon

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Troy

Sponsorship Inquiries

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