

## Digital Underwriting Overview

Our audience engages with our website and newsletter to stay informed and they appreciate that ads are non-intrusive, and newsletters are sent on a consistent schedule. We know MANY people in this group are digital-only users and never turn on/stream WGLT and instead choose to read their news online.

- WGLT.org averages 136,000 monthly users and 280,000 page views
- WGLT's Scoop newsletter has 7,000+ subscribers with an impressive open rate of over 40%

\* Data provided by Nielsen, Triton, Emma, and Google Analytics

### WGLT.org Display Ads

Graphics can be changed anytime, featuring specific calls to action and language prohibited on-air. Impressions can be allocated annually or used in groups of 10,000 to increase web traffic at specific times of the year. Mobile view stories are limited to two ads max per page. Desktop view stories are limited to four ads max per page. Desktop ads are 300x250 pixels and mobile ads are 320x50 pixels. Leaderboard ads are 728x90 pixels and are available to annual underwriters and show sponsors.

#### Rates:

\$300 per 10,000 impressions  
 \$850 per 30,000 impressions  
 \$1,600 per 60,000 impressions  
 \$3,000 per 120,000 impressions

desktop view:



mobile view:



### Streaming Pre-Roll

We have a robust audience streaming content through WGLT.org, NPR, or smart speakers like Google Home or Alexa rather than traditional FM radio. We offer :15 message pre-roll messages for underwriters to be the first message listeners hear each time they live stream or listen to on-demand stories. This opportunity guarantees each listener hears your message and it reaches a highly engaged audience.

#### Rates:

\$500 per 10,000 impressions  
 \$1500 per 30,000 impressions  
 \$2700 per 60,000 impressions  
 \$5100 per 120,000 impressions

### Weekday News Scoop

Scoop typically is sent to subscribers twice weekly, featuring the top local news stories. Ads are 728x90 pixels and are limited to two per edition.

#### Rates:

\$150 for one ad

\$850 for six ads

\$1,700 for twelve ads

### Arts and Culture Scoop

The Arts and Culture newsletter is sent each Friday featuring a guide for what is happening in Bloomington-Normal that weekend. Curated by Lauren Warnecke, the newsletter features our weekly Datebook episode, top community events, and NPR arts and culture features not to be missed. Ads are 728x90 pixels and limited to two per edition.

#### Rates:

\$200 for one ad

\$1,100 for six ads

\$2,000 for twelve ads

### Special Edition Newsletters

Our summer newsletter goes out at the beginning of May to promote the great things happening in the community over the summer. We have two holiday newsletters, one sent the week before Black Friday/Small Business Saturday and the second at the beginning of December to promote holiday events and shopping local. A newsletter ad includes a 1000x1000 pixel image and 50 word promotional message, which can include calls to action and language prohibited on-air.

#### Rates:

Current underwriter newsletter add-on: \$300/newsletter

Special Edition promo packages: starting at \$800

### Weekday News Scoop:

**SCOOP** news & updates from **WGLT.org** **n p r Network**



#### Rivian is preparing for a future in which just being electric won't be enough

Rivian's founder and CEO RJ Scaringe said Tuesday that the constant tinkering they're doing now to lower the cost of manufacturing will serve the company well as the electric-vehicle business gets a lot more crowded in the coming years.

[Read the story](#)

Your Organization Here

#### IN OTHER NEWS



#### B-N cake maker is adding new layers

Maria Alvarez is one of Bloomington-Normal's most successful professional cake makers. She became popular in part by making delicious cakes for Bloomington-Normal's many Hispanic families for quinceañeras.

[Read the story](#)



#### Trial begins for missing murder suspect

Social media and news accounts of a manhunt for a man missing from his jury trial on murder charges made it into the Bloomington courtroom Tuesday.

[Read the story](#)



#### When a school crossing guard is something more

When Glen Elementary students and their families reach Normal's busy Fall Avenue, 50-year-old crossing guard Gayle Thomas is there to meet them.

[Read the story](#)

### Special Edition Newsletter:

**WGLT.org**

Monday, November 22, 2021



WGLT loves all things local, from journalism to shopping. We encourage all of our listeners and readers to support our underwriters who help to fund your favorite NPR programs and a local newspaper. Celebrate Small Business Saturday on November 27, and shop local the entire holiday season. Be sure to tell everyone WGLT sent you, and thank them for their community support!



**Give gifts that give back!**  
Shop Local this holiday season in Downtown Bloomington! From November 27 - December 3, shop at more than 20 downtown businesses for a chance to win a coveted gift basket sure to make you smile. With each purchase, receive a stamp in your Shop Small Passport. Mystery discount coupons included. Saturday from 8 a.m. - 6 p.m.



**Small Business Saturday Celebration**  
Shop Small this holiday season in Downtown Bloomington! From November 27 - December 3, shop at more than 20 downtown businesses for a chance to win a coveted gift basket sure to make you smile. With each purchase, receive a stamp in your Shop Small Passport. Mystery discount coupons included. Saturday from 8 a.m. - 6 p.m.



**Often Running**  
Often Running is your holiday gift destination for runners and walkers. Visit often running, the store that has 20 years of experience providing customer service to athletes, weekend warriors and casual walkers. 20 years of experience. Shop Small Business Saturday on November 27, and don't forget to check out the penny offerings at the Shop Small Swap!



**Red Raccoon Games**  
Red Raccoon Games, located in historic Downtown Bloomington, is fully stocked this holiday season with board games, miniature games, Squabble, Pictionary, Monopoly, the Game of Thrones, and more! Plus, we have a great selection of board games, puzzles, and so much more! Shop Small and give your family a great gift!