EMBRACE THE POWER OF PUBLIC RADIO

Connect with the most informed, engaged and loyal Iowans
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 find sponsoring IPR a rewarding way to inform the public about prominent issues of our day, to celebrate the arts, and enjoy the rich culture and traditions within our state. We receive many compliments from businesses and individuals for simply promoting the unbiased voice of IPR in carrying out its mission.”

Mark J. Becker
Mark J. Becker & Associates in Des Moines
COMPELLING RADIO DELIVERS
AN ENGAGED AUDIENCE

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

- **71%** of listeners hold a more positive opinion of sponsors that support NPR¹
- **77%** of listeners have acted in response to a public radio sponsorship message²
- **99%** of listeners have taken action in response to something they heard or read on NPR¹
- **66%** of listeners prefer to buy products or services from NPR sponsors¹
- **60%** of listeners find sponsors of public radio to be more credible²
- **67%** of IPR listeners listen to IPR more than any other station. These listeners tune into IPR for an average of nearly 9 hours every week³
- **51%** of Eastern Iowa IPR listeners are college educated, compared to 29% of the market overall⁴
- **30%** of Eastern Iowa IPR listeners have a household income of $100k or more⁴

IPR has **29,000** active members who voluntarily donate and support their public radio station!⁵

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2. Lightspeed Research, NPR State of Sponsorship Survey, March 2019
3. Nielsen Audio, Spring 2021
4. CEDAR RAPIDS; Scarborough MIDD-TIER SPRING 2020/SPRING 2021; DMA; P 18+
5. Member data from Agilon One database, July '21
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.

"Just as we appreciate all of our clients' continued business and look forward to continued growth, we also appreciate what Iowa Public Radio has provided to Iowans for almost a century. IPR has enriched and informed our lives. We are proud to support a tradition that continues to help Iowans better understand and enjoy the culture of the state, country and world we live in."

Richard Isaacson
Growthland in Marion
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.

- DESKTOP & MOBILE WEBSITE
- IPR APP
- EMAIL NEWSLETTERS
- PODCASTS
- STREAMING

Broadcast campaigns that included desktop display ads saw a 22% increase in brand familiarity and a 26% increase in brand consideration.¹

Brands on average can increase ROI by 19% by increasing from one media platform to two, with each additional platform adding to ROI.²

¹IAB. Cross Media Ad Effectiveness Study 2017
²AdAge 2016 Advertising Research Foundation
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

Choose to air your announcements on just one station group, on all stations in a region (IPR West or East) or statewide.

Iowa Public Radio enriches the cultural life in Iowa through high quality news and cultural programming.

For rates and further details, reach out to our account executives.

SPONSORSHIP INQUIRIES
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