GO DIGITAL TO ENHANCE YOUR CONNECTION TO IPR'S LOYAL AUDIENCE

IOWAPUBLICRADIO.ORG
QUALITY, TRUSTWORTHY CONTENT DELIVERS A DESIRABLE AUDIENCE

IPR's audience is highly educated and affluent. Our digital users are young – nearly half are between the ages of 18 and 44.

TRUSTED CONTENT

Our digital properties are an extension of our high-quality broadcast offering. Users trust IPR to deliver the best in news and culture.

We don't rely on click-bait and never publish questionable content. Advertisers feel comfortable knowing that their brand is aligned with quality.

UNCLUTTERED ENVIRONMENT

IPR offers a "clean" advertising environment that doesn't include annoying or intrusive ads.

A limited number of ads means that each ad carries more weight, increasing impact without increasing your budget.

GO BEYOND RADIO WITH MULTIPLE PRODUCTS

With desktop and mobile web ads, a mobile app, podcasts, streaming announcements and email newsletter ads, we can design a robust digital strategy that increases your overall exposure.

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

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

1. Google Analytics
2. IAB. Cross Media Ad Effectiveness Study 2017
3. AdAge 2016 Advertising Research Foundation
iowapublicradio.org - Desktop Website
112k monthly pageviews
95k monthly sessions
38k monthly users

iowapublicradio.org - Mobile Website
102k monthly pageviews
47k monthly sessions
40k monthly users

Iowa Public Radio App
102k monthly sessions
8k monthly users

Email Newsletter
Connections (monthly)
34k recipients
22% open rate

The Daily Digest (daily)
20k recipients
36% open rate

Podcasts
Talk of Iowa
15k monthly downloads
5k monthly users

Here First (daily)
9k monthly downloads
3.5k monthly users

River to River
10k monthly downloads
3k monthly users

Streaming
110k monthly cume.
DESKTOP AND MOBILE WEBSITE

ADVERTISING OPTIONS

Desktop
116k pageviews
39k users

Mobile
102k pageviews
40k users

Desktop Premium
Upper ad location
(300x250)

Desktop Run-of-Site
Upper, Lower and Streaming
Sidebar ad locations (300x250)

Mobile Leaderboard
(320x50)

Desktop Leaderboard
(728x90)

Source: Google Analytics
Our audience uses the app to stream IPR live, listen to our podcasts and read the latest news. On average, each user uses the app 13 times each month!

IPR App
102k sessions
8k users
28k streaming sessions

ADVERTISING OPTIONS

Display Ad
(640x100 / 320x50)

Streaming Pre-Roll
(15 sec)

Streaming Pre-Roll with Full Screen Takeover Ad
(15 sec + 320x480 / 640x960 / 768x1024)
The *Daily Digest* is IPR's weekday email newsletter. A five minute read to know what's happening in Iowa and around the country — plus a little extra "Sunny Side" to brighten your day! The *Daily Digest* connects readers to their state and the world.

The Daily Digest

Daily
20k recipients
36% open rate

**ADVERTISING OPTIONS**

Display Ad
(728x180)

Integrated Sponsor Message
Includes a header image, headline and a paragraph of text with a link.

Sponsored Event Listing
Includes two sentences and a link.

ABOVE: Display Ad and Sponsored Event Listing

Sources: Agilon One and Mailchimp
Connections is IPR's monthly email newsletter, offering our members a glimpse into the most important happenings at IPR.

**Connections**

- **Monthly**
- **34k recipients**
- **22% open rate**

**ADVERTISING OPTIONS**

- **Display Ad** (728x180)

- **Display Ad with Member Offer** (728x180 + discount, advance purchase, etc.).

Send an exclusive message with a special offer directly to IPR members.

**Sponsored Email**

- **34,000+ recipients**

Limited to one per month, one sponsor email per client per year.

Must include a member offer.
Talk of Iowa
15k monthly downloads
5k monthly users

Two sponsored messages per episode (pre-roll and mid-roll)

River to River
10k monthly downloads
3k monthly users

Two sponsored messages per episode (pre-roll and mid-roll)

Here First
9k monthly downloads
3.5k monthly users

One sponsor message per episode (pre-roll)

ADVERTISING OPTIONS

Sponsors can choose when and where their message is heard. Each option includes just one sponsor message per break. Choose a specific show, run-of-network (all three podcasts) or first break placement.

Run-of-Network
Sponsor message will run on all three podcasts in any break
Talk of Iowa + River to River
Specific Show - Sponsor message will run in any break
First Break - Guarantee that your message will air in the pre-roll spot
Here First
10k impressions spread over three months