

SMALL BUSINESS OWNERS
INFLUENTIAL COLLECTOR
ENGAGED HEY EDUCATOR
PATRON MARKETERS ARTIST
PROFESSOR AFFLUENT
MUSICIANS INFORMED
PARTICIPATE VOLUNTEERS
CONNECTED DECISION MAK
CULTURED PROFESSIONAL

we have the PUBLIC you've been looking for.



LOUISVILLE
PUBLIC MEDIA

Sponsorship Opportunities



**It's more than
radio. It's media
that matters.**

Our mission is
essential, our
reach is extensive
and our influence
is unmatched.

Every day, we
work to serve more
diverse audiences –
providing free and
accessible events
and experiences for
every Louisvillian.

**PROMOTE
WITH
PURPOSE.**

**MAKE AN
IMPACT.**



We go **beyond radio waves**, reaching people through:



Podcasts



Award-winning
journalism



Social media



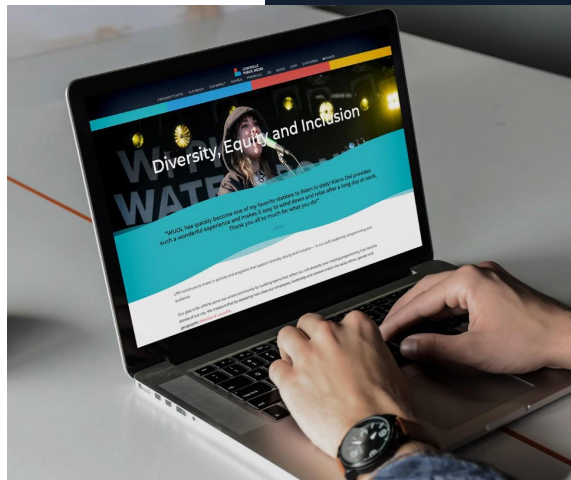
Radio and
streaming



Web



Events and more



Choose to **invest locally** with a mission-driven organization that delivers unrivaled reach, loyalty and trust.

ABOUT LPM

Louisville Public Media (LPM) is an **independent, community-supported nonprofit** serving our city through the web, radio, podcasts and community events.

LPM includes three public radio stations and an investigative unit, with a wide breadth of digital products to meet Louisvillians where they are.



LPM sponsorship allows you to market to our highly engaged and influential audience, with the added benefit of supporting a local institution on a mission to help inform, inspire and empower our community.

OUR REACH



1,358,750
Listening Hours
Per Week



249,494
Unique Monthly
Web Visitors



50,018
Monthly Stream
Listeners



40,734
Unique Email
Contacts



241,500
Monthly Broadcast
Listeners



117,518
Monthly Podcast
Downloads



60,942
Event Attendees
in FY2024



Our Audience



Educated and Informed

Bachelor's Degree
Post Grad Degree

LPM Avg

180%
196%

Market

100%

Affluent

Household Income \$250K+
Market Value of Home \$500K+
HH Net Worth \$1,000,000+

LPM Avg

130%
142%
115%

100%

Professional

Business and Finance Professionals w/ College Degree+
Business Purchasing Decision Makers w/ College Degree+
Small Business Owners w/ College Degree+

LPM Avg

173%
227%
91%

100%

Culture and Community Engagement

Attended a Local Arts or Culture Event in the Past 12 Months
Participated in Volunteerism or Voting Past 12 Months
Engaged in Civic Philanthropy/HH Income \$100K+

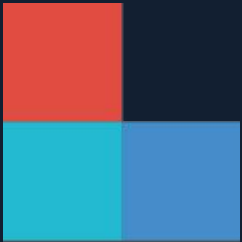
LPM Avg

165%
142%
123%

100%

Our Products

Used in combination or separately, LPM products are a powerful way to generate large-scale favorable awareness and response.



Stations

About

Platforms

Listeners



WFPL is Louisville's NPR affiliate and an independent, nonpartisan daily news outlet. We carry out fact-based reporting that's free from political and corporate influence.

- FM, Podcasts, Streaming, Display, On-Demand, Newsletter, Events
- RISE from LPM News daily email (M-F) or Bi-Weekly Newsletter (Saturday)
- Stream: 10-Second Audio Pre-Roll
- Events: Topical

71,100
weekly
listeners
cume



WUOL delivers 24/7 classical music, fine arts features, interviews and event listings. We champion area artists and cultural institutions, offering an escape from our raucous world with music that feeds the soul.

- FM, Podcasts, Streaming, Display, On-Demand, Newsletter, Events
- Bi-weekly Newsletter (Thursday)
- Stream: 10-Second Audio Pre-Roll
- Events: New Lens Concert Series, MembersOnly Performances

34,500
weekly
listeners
cume



WFPK is our region's award-winning hub for independent, adult alternative music. We introduce you to significant new music, connect you to Louisville's music scene and play your long-time favorites for an eclectic mix that can't be heard anywhere else.

- FM, Podcasts, Streaming, Display, On-Demand, Newsletter, Events
- Bi-weekly Newsletter (Wednesday)
- Stream: 10-Second Audio Pre-Roll
- Events: Waterfront Wednesday, MembersOnly Performances

41,900
weekly
listeners
cume



Kentucky Public Radio includes more than a dozen stations that reach educated influencers, business decision makers and upper income households, on a market-specific or statewide basis.

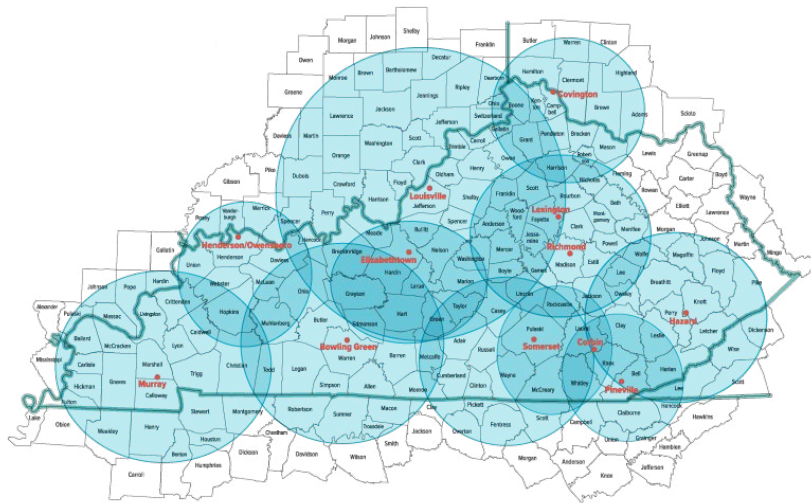
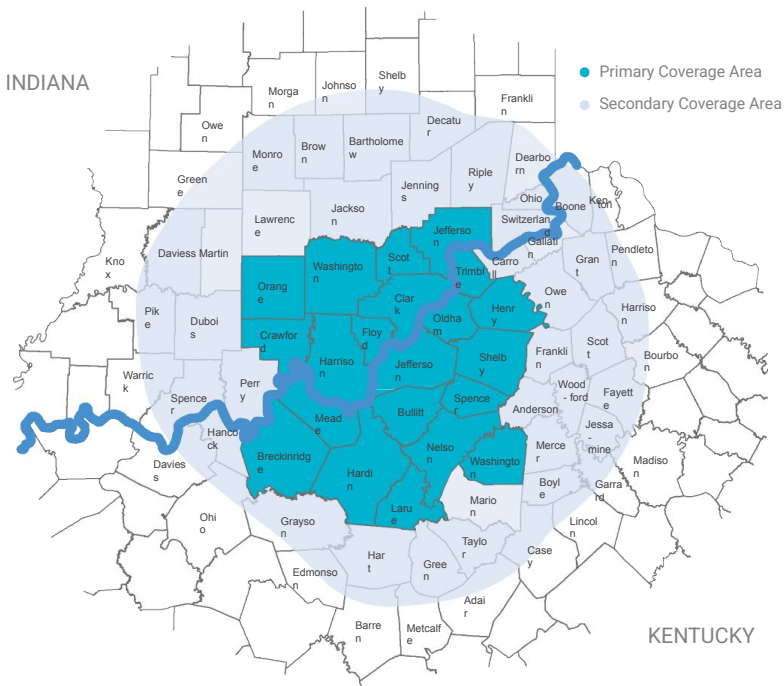
- FM, Streaming, Display, Newsletter

750,000
monthly
listeners
cume



Reach the audience you want to target.

From Paducah to Pikeville, our network makes it easy
to reach the most influential and engaged audience in
communities all across the Commonwealth.



89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR





WHY LPM

LPM's business partnership team works with you to craft messages that our listeners want to hear. Your unique, 15-second sponsorship message will be clear, concise and informative – the kind of messaging listeners have been shown to respond to.



We lead the market in user loyalty.

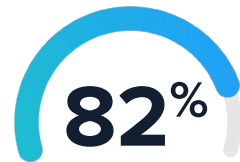
Our audiences appreciate us and they extend that support to our sponsors. We call that The Halo Effect.

Source: Neuro-Insight & Kantar, NPR Sponsorship Effectiveness Study, 2018; Kantar, NPR State of Sponsorship Survey 2023

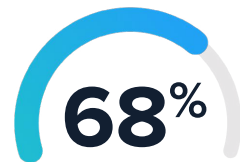
Listenership:



Hold a more positive opinion of sponsors that support public radio



Take action in response to a public radio sponsorship message



Prefer to purchase products and services from public radio sponsors



CLUTTER FREE

Our diverse local audience provides **active attention for messages that don't sound like ads**. Read by recognizable voices, our messages sound like recommendations from a friend.

You can reach an engaged audience who wants to hear from you because your message is embedded into quality programming – enhancing your credibility and fostering trust, loyalty and results.

Compared to traditional radio ads, public radio sponsorship messages are **23% more memorable** to listeners.

Source: Neuro-Insight & Kantar, NPR Sponsorship Effectiveness Study, 2018



Sponsorship Opportunities

In addition to on-air schedules, digital offerings and newsletters, LPM has an array of special opportunities available, including events, programming and more.

**Here are just a few examples of what we have to offer, all of which can help
create deeper relationships with your clients and best prospects.**





NEW & FEATURED



WFPK Mental Health Days

On the first Wednesday of every month, WFPK offers an entire day of listener requests from 6 a.m. to 6 p.m., featuring songs that lift you up, help you cope and bring you hope.



WFPK and WUOL MembersOnly Performances

Contributing members are regularly treated to private, intimate performances from their favorite artists in our studios and venues around town. This concert series is a fun way to thank our supporters, support artists from our community and beyond and continue our mission of promoting the healing and inspirational power of music. LPM will produce a minimum of 12 MembersOnly concert events per year, averaging no less than one event per month.



WFPK WATERFRONT WEDNESDAY

Louisville's favorite outdoor concert series runs April through September. The free shows take place on the Big Four Lawn in Louisville's Waterfront Park and attract tens of thousands of attendees every year.

PRESENTING SPONSORSHIP: 5 per season

BOOTH SPONSORSHIP: 4 per show

COMPANY OUTINGS: 1 per show

FIELD ACTIVATION: Various





LPM.ORG

Our 100% opt-in digital ecosystem delivers market-leading shares of highly sought-after users each month.

LPM.org offers a high quality, ultra-low clutter environment where your ad is optimized across multiple user devices. Ads are offered on a CPM basis, and you receive monthly performance metrics.

Connect with users across our site and mobile app with a 10-second audio pre-roll, available on WFPL, WUOL and WFPK.

Standout Features:

- Market leading demographics
- Low duplication
- Competitive separation
- Affordability and efficiency
- Multi-device optimization
- High time spent

LPM.org delivers:

154%

above market average
of the online shopping market

237%

above market average
of the \$100K+ household incomes

142%

above market average
of the business leaders

153%

above market average
of the professionally employed

207%

above market average
of the charitable donors



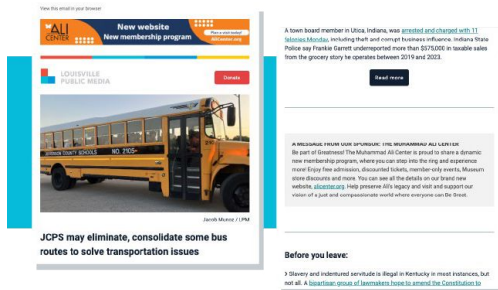
LPM NEWSLETTERS

Open Rates:

- RISE from LPM News daily newsletter has a **40.7%** average open rate
- Our WFPL, WUOL and WFPK bi-weekly emails have a **36.5%** average open rate
- Our opt-in rate is **100%**

Newsletter Sponsorship:

- Enhanced mid-scroll message (500 characters)
AND a 728 x 90 top banner
- 300 x 250 display tile - static, GIF or video



Subscribers by the Numbers:

13,196

LPM Rise, sent every
weekday at 6 a.m.

14,247

LPM News, sent every
other Saturday at 7 a.m.

8,251

LPM Classical, sent every
other Thursday at noon

28,235

LPM Music, sent every
other Wednesday at noon

3,600

Arts, Culture, Etc. (ACE)
sent every other Thursday

7,373

LPM Investigates
sent as needed

Email days and times are subject to change



LPM MOBILE BUNDLES: APP AND PODCASTS

The LPM Mobile Bundle includes a 640 x 100 display tile on the LPM Listen App as well as pre/midroll audio in the LPM podcast library.

LPM is a local leader in podcast production and distribution with more than 20 shows in a variety of genres. Our podcast library averages more than 20,000 monthly downloads.

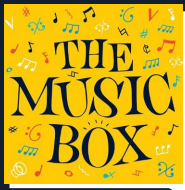




PODCASTS

The Music Box

An interactive music education podcast for kids, exploring fundamental music concepts through performing, responding and connecting.



“

We listen to this podcast while riding in the car. My three-year-old laughs at the kids and other actors. He loves the music and learning about instruments. He listens so attentively, it truly makes me smile. Now he asks for it: Music Box!

– Review from Terpstyle01, Apple Podcasts

LPM Daily News Briefing

The news you need to start your day, Monday through Friday.



“

This podcast provides a great breakdown of Louisville news that is concise and informative.

– Review from Kiki P., Apple Podcasts

Race Unwrapped

Host Michelle Tyrene Johnson tackles different ways to unwrap and unpack race and identity.



“

I could listen to host Michelle Tyrene Johnson all day. She makes you feel like you're chatting with a friend, while tackling the important topics of race and identity in a way that centers the voices of Black women. This podcast is much-needed in public media.

– Review from Vdlt, Apple Podcasts



READY TO GET STARTED?

Invest in LPM and our audience will invest in you.
We are here to learn your unique needs and help
create a plan that will work for your goals.

Let's do something awesome together.

Collaborate with us to craft a client-focused sponsorship
package that aligns perfectly with your values, gets you
noticed and accomplishes your goals.





LPM CONTACTS

Email us to receive the latest Nielsen market report for your specific industry.

Visit our website at LPM.org/sponsors for more information.



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SPONSORS WHO RELY ON LPM

