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
BY THE NUMBERS

iowapublicradio.org - Desktop
144k pageviews
50k users

iowapublicradio.org - Mobile
169k pageviews
73k users

Email Newsletter
Connections (monthly)
34k recipients
21% open rate

The Daily Digest (daily)
31k recipients
23% open rate

Podcasts
Talk of Iowa
16k monthly downloads
6k monthly users

River to River
11k monthly downloads
4k monthly users

Streaming
120k monthly cume.

Sources: Desktop & Mobile - Google Analytics; Newsletters - Agilon One, Mailchimp; Podcasts - NPR Analytics; Streaming - Triton Digital.
**Desktop Premium**
*Upper ad location (300x250)*

**Mobile Leaderboard** (320x50)

**Desktop Leaderboard** (728x90)

**Desktop Run of Site**
*Upper and Lower ad locations (300x250)*

<table>
<thead>
<tr>
<th>Platform</th>
<th>Pageviews</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>169k</td>
<td>73k</td>
</tr>
<tr>
<td>Desktop</td>
<td>144k</td>
<td>50k</td>
</tr>
</tbody>
</table>

Source: Google Analytics
The Daily Digest
(728x180)

Daily
31k recipients
23% open rate

Sources: Agilon One and Mailchimp

Connections
(728x180)

Monthly
34k recipients
21% open rate
Podcast - 15 sec
Limited to one sponsor per month

Talk of Iowa
16k monthly downloads
6k monthly users

River to River
11k monthly downloads
4k monthly users

Source: NPR Analytics
<table>
<thead>
<tr>
<th>ITEM</th>
<th>SIZE</th>
<th>DETAILS</th>
<th>APPROX MONTHLY AVAILS/IMPRESSIONS</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop Premium</td>
<td>300x250</td>
<td>No Targeting Iowa DSM or CR</td>
<td>144k 96k 40k/38k</td>
<td>$10 cpm $15 cpm* $20 cpm*</td>
</tr>
<tr>
<td>Desktop Run of Site</td>
<td>300x250</td>
<td>No Targeting Iowa DSM or CR</td>
<td>144k 96k 40k/38k</td>
<td>$8 cpm $10 cpm* $16 cpm*</td>
</tr>
<tr>
<td>Desktop Leaderboard</td>
<td>728x90</td>
<td>No Targeting Iowa DSM or CR</td>
<td>144k 96k 40k/38k</td>
<td>$15 cpm $20 cpm* $25 cpm*</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320x50</td>
<td>No Targeting Iowa DSM or CR</td>
<td>169k 90k 36k/37k</td>
<td>$10 cpm $15 cpm* $20 cpm*</td>
</tr>
<tr>
<td>Podcast (TOI/R2R)</td>
<td>:15</td>
<td>1 sponsor/month 27k downloads</td>
<td></td>
<td>$300/month</td>
</tr>
<tr>
<td>Connections</td>
<td>728x180</td>
<td>1-issue 6-issues 1-issue w/offer 6-issues w/offer</td>
<td>34k/21% open 34k/21% open 34k/21% open 34k/21% open</td>
<td>$300 $1,500 $200 $1,000</td>
</tr>
<tr>
<td>Daily Digest</td>
<td>728x180</td>
<td>Upper Ad 1-issue Upper Ad 5-issues Sunny Side 1-issue Sunny Side 5-issues</td>
<td>31k/23% open 31k/23% open 31k/23% open 31k/23% open</td>
<td>$200 $800 $150 $600</td>
</tr>
<tr>
<td>Streaming</td>
<td>:15</td>
<td>Run of Schedule 120k</td>
<td></td>
<td>$6</td>
</tr>
</tbody>
</table>

*20% CPM discount when purchase 200k impressions or more

All Rates are Net