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
313k pageviews
140k users

iowapublicradio.org - Mobile
171k pageviews
88k users

Email Newsletter
 Connections (monthly)
36k recipients
24% open rate

The Daily Digest (daily)
33k recipients
21% open rate

Podcasts
Talk of Iowa
21k monthly downloads
10k monthly users

River to River
15k monthly downloads
7k monthly users

Streaming
91.5k monthly cume.

Sources: Desktop & Mobile - Google Analytics; Newsletters - Agilon One, Mailchimp; Podcasts - NPR Analytics; Streaming - Triton Digital.
IOWAPUBLICRADIO.ORG

Mobile Leaderboard (320x50)  
Desktop Leaderboard (728x90)  
Desktop Run of Site  
*Upper and Lower ad locations (300x250)

Mobile  
171k pageviews  
88k users  

Desktop  
313k pageviews  
140k users  

Source: Google Analytics
The Daily Digest
(728x180)

Daily
33k recipients
21% open rate

Connections
(728x180)

Monthly
36k recipients
24% open rate

Sources: Agilon One and Mailchimp
Podcast - 15 sec
Limited to one sponsor per month

Talk of Iowa
21k monthly downloads
10k monthly users

River to River
15k monthly downloads
7k monthly users

Source: NPR Analytics