CONNECT WITH THE MOST INFORMED, ENGAGED AND LOYAL IOWANS

Embrace the Power of Public Radio

IOWAPUBLICRADIO.ORG
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, these are PASSIONATE FANS of IPR.

– Peter Stevenson, Civic Music Association in Des Moines

**News**

IOWA’S SOURCE FOR NPR PROGRAMS including Morning Edition and All Things Considered, and award-winning news and talk from IPR’s news team. Intelligent, insightful and respectful.

**Classical**

TIMELESS CLASSICS AND NEW WORKS with an emphasis on Iowa’s great symphonies, orchestras and operas. IPR Classical provides musical companionship and enlightenment.

**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.

IPR is one of our go-to resources for creating greater awareness of our concerts and programs. Their loyal listeners really do notice, and tend to patronize, the organizations and businesses that sponsor IPR. Bottom line: the IPR audience is an ideal audience for us.

– Peter Stevenson, Civic Music Association 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.

- **77%** of listeners have acted in response to a public radio sponsorship message.¹
- **64%** of IPR listeners say they listen to IPR more than any other station. These listeners tune in to IPR for an average of 10.5 hours every week.
- **52%** of Eastern Iowa IPR listeners are college educated, compared to 28% of the market overall.
- **39%** of Eastern Iowa IPR listeners have a household income of $100k+, compared to 30% of the market overall.
- **75%** of listeners hold a more positive opinion of businesses that support their public radio station.¹
- **69%** of listeners prefer to buy products/services from businesses that support their public radio station.¹
- **56%** of listeners feel public radio sponsors are more credible than commercial radio advertisers.²

IPR has **28,000** active members who voluntarily donate and support their public radio station!

¹Lightspeed Research, March ’19, Lightspeed Research, March ’17
Education, income data from Scarborough Mid-Tier Spr ’19-’20 18+ CR DMA Loyalty data from Nielsen Audio Spring 2018
Member data from Agilon One database, April ’20
On average, we air just **TWO MINUTES** of sponsor announcements each hour.

We have continued to sponsor Iowa Public Radio even after tightening the belt on some of our other marketing efforts. IPR reaches our target market on a regional level and we appreciate the format of sponsorship messages that blend with programming, rather than traditional radio commercials. We’ve heard many times “I heard your ad on public radio” so we know they’re listening.

> – Kristy Spaulding King, Bergland + Cram in Mason City
BOOST YOUR IMPACT BY GOING DIGITAL

IPR’s robust digital products offer sponsors a powerful way to INCREASE THE IMPACT of their sponsorship.

Email Newsletter Ads

Desktop/Mobile Display Ads

Podcast Sponsorship

Streaming Audio Announcements
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.

SPONSORSHIP INQUIRIES
Iowa Public Radio
2111 Grand Avenue, Suite 100
Des Moines, IA 50312
(515)-725-1706
corporatesponsors@iowapublicradio.org