CONNECT with a Loyal & Engaged Audience
98K+
potential weekly reach

WYSO delivers news, music, storytelling, and NPR programming to 14 counties in southwest Ohio.
54% have master’s degree or Ph.D.
83% have bachelor’s degree
62%* earn $75,000+
41%* earn $100,000+
3X more likely to participate in public activities
74% contribute to/volunteer for worthy causes
63% listen to WYSO more than any other station
43% listen to WYSO 2-3 hours a day
15K social followers
71% hold a more positive opinion of sponsors that support NPR
85% take action based on something they hear on NPR

*Household income
Source: NPR Audience Insights 2023

91.3 WYSO

AUDIENCE

- Educated
- Affluent
- Community-Minded
- Highly Engaged
- Responsive
## MULTIMEDIA MARKETING
Reach WYSO’s audience on a variety of platforms.

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>AVERAGE REACH*</th>
<th>FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>STREAMING</td>
<td>5.5K+ Unique Weekly Streamers</td>
<td>:15 audio pre-roll with every stream</td>
</tr>
<tr>
<td>WEBSITE</td>
<td>18.6K+ Unique Weekly Visitors</td>
<td>300 x 250 display ads</td>
</tr>
<tr>
<td>MOBILE APP</td>
<td>735+ Unique Weekly Users</td>
<td>:15 audio pre-roll with every stream</td>
</tr>
<tr>
<td></td>
<td></td>
<td>320 x 50 mobile banner ad</td>
</tr>
<tr>
<td>DAILY EMAIL NEWSLETTER</td>
<td>8.2K+ Subscribers</td>
<td>300 x 250 display ads</td>
</tr>
<tr>
<td></td>
<td></td>
<td>600 (w) sponsor ad (length varies)</td>
</tr>
<tr>
<td>ON-AIR</td>
<td>65K+ Weekly Listeners</td>
<td>:20 host-read messages</td>
</tr>
</tbody>
</table>

*FY2023 Averages
STREAMING & MOBILE

Audio Pre-Roll
:15 seconds at start of website, mobile, and smart speaker stream

Mobile Banner Ad
320 x 50 ad on app home screen

5.5K+ unique weekly streamers

735+ unique weekly mobile users
WEBSITE

300 x 250 Display Ad
Right side, below the fold; general rotation with all website displays

18.6K unique monthly web visitors
WYSO news team selects the top six stories to feature in a daily newsletter.

**DELIVERED**
6:00 a.m
Monday – Friday

**OPEN RATE**
35%
Average Open Rate 2023: 21.33%

8,200+
Subscribers
WYSO news team selects the top six stories to feature in a daily newsletter.

**Delivered**
6 a.m., Mon–Fri

**Average Open Rate**
35%

**8.2K+ Subscribers**

600 (w) Sponsor Ad
When you are a WYSO sponsor, our audience automatically trusts you because you are supporting a mission-driven community asset they value.

They associate you with the credibility of public media and the values that public media represents, which in turn builds trust in and loyalty to your brand.
MISSION
To serve the Miami Valley and beyond with information and inspiration that improve lives and build community

VISION
Our programs, staff, boards, and volunteers will fully reflect the communities we serve & strive to serve.

VALUES
Relationships
Equity
Independence
Trustworthy Journalism
Education & Lifelong Learning
Preservation