IOWA PUBLIC RADIO
NEWS | CLASSICAL | STUDIO ONE

Photo: IPR's John Pemble

Embrace the Power of Public Radio

CONNECT WITH 250,000 LOYAL AND ENGAGED IOWANS

SPONSORSHIP MEDIA KIT

Photo: IPR's John Pemble

THE POWER OF DISTINCTIVE PROGRAMMING

Connect your brand with the quality programming that has created FIERCE LOYALTY among our thousands of fans.

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*

IOWA PUBLIC RADIO
NEWS | CLASSICAL | STUDIO ONE

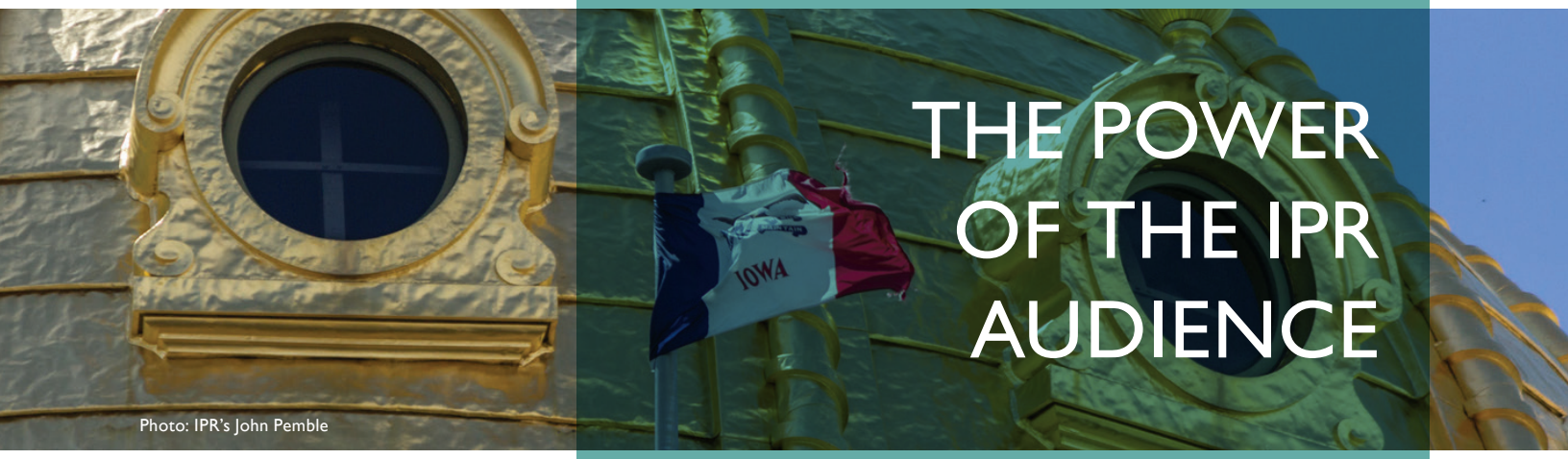


Photo: IPR's John Pemble

THE POWER OF THE IPR AUDIENCE

Our sponsors benefit from the HALO EFFECT: the positive sentiment listeners have towards businesses that support IPR.

79% of public radio listeners say they've taken action in response to something they've heard on public radio.[1]

70% of public radio listeners are college educated, compared to 29% of the total U.S. polulation.[2]

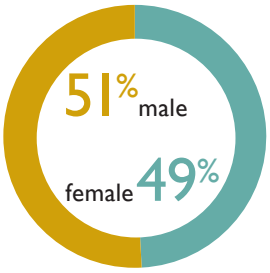
51% of IPR listeners say they listen to IPR more than any other station. These listeners tune in to IPR for an average of nearly 8.5 hours every week.

70% of listeners hold a more positive opinion of businesses that support their public radio station.[1]

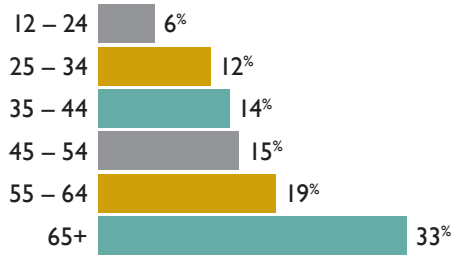
65% of listeners prefer to buy products/services from businesses that support their public radio station.[1]

50% of listeners feel public radio sponsors are more credible than commercial radio advertisers.[1]

IPR LISTENER GENDER



IPR LISTENER AGES



[1] Lightspeed Research, March 2016
[2] GfK MRI Doublebase 2015
Loyalty, sex & age data from Audigraphics Spring 2016

IOWA PUBLIC RADIO
NEWS | CLASSICAL | STUDIO ONE

Photo: IPR's John Pemble

THE POWER OF SIMPLICITY

YOU DON'T NEED TO SHOUT to be heard on Iowa Public Radio. Our sponsor messages are direct, to-the-point and are written in a style that our listeners appreciate.

Clutter-Free Radio

On average, we air just TWO MINUTES of sponsor announcements each hour.

Unique Messaging

We will work with you to CRAFT A MESSAGE THAT'S JUST RIGHT for your business

Highly-Engaged Audience

Engaging programming and music means LISTENERS PAY ATTENTION.

It All Adds Up

Iowa Public Radio's sponsorship program offers a SMART, EFFECTIVE way to reach an IDEAL AUDIENCE.

"Partnering with Iowa Public Radio has given Europa Cycle & Ski a broad recognition throughout Iowa. This recognition has provided Europa Cycle & Ski with enhanced growth and support. This growth has proven that investing in Iowa Public Radio will continue into the future!"

– Russ Clarke, Europa Cycle and Ski in Cedar Falls

IOWA PUBLIC RADIO
NEWS | CLASSICAL | STUDIO ONE

Photo: IPR's John Pemble

THE POWER OF STATEWIDE

WITH 24 BROADCAST STATIONS and a robust digital presence, IPR will tailor a schedule to help you reach customers in your local area or across Iowa and beyond.

IPR West Stations

NEWS/STUDIO ONE WEST
WOI 90.1-FM Ames/Des Moines
KNSK 91.1-FM Ft. Dodge
KNSC 90.7-FM Carroll
KNSL 97.9-FM Lamoni

NEWS WEST
WOI 640-FM Ames/Des Moines

CLASSICAL WEST
KICP 105.9-FM Des Moines
KICL 96.3-FM Des Moines
KICJ 88.9/101.7-FM Des Moines
KICG 91.7-FM Ames/Boone

IPR East Stations

NEWS/STUDIO ONE EAST
KUNI 90.1-FM Waterloo/Cedar Falls/Cedar Rapids/Iowa City
KNSB 91.1-FM Bettendorf
KUNI 102.1/94.5-FM Davenport
KNSY 89.7-FM Dubuque
KNSM 91.5-FM Clear Lake/Mason City
KNSZ 89.1-FM Ottumwa

NEWS EAST
WSUI 910-AM Iowa City/ Cedar Rapids
KRNI 1010-AM Clear Lake/Mason City

CLASSICAL EAST
KSUI 91.7-FM Iowa City/ Cedar Rapids/Quad Cities
KHKE 89.5-FM Waterloo/Cedar Falls
KSUI 101.7-FM Dubuque
KHKE 90.1-FM Clear Lake/Mason City
KICW 91.1-FM Ottumwa

Digital

IOWAPUBLICRADIO.ORG DESKTOP
Nearly 200,000 monthly pageviews
72,000 monthly unique users

IOWAPUBLICRADIO.ORG MOBILE
Over 50,000 monthly pageviews
26,000 monthly unique users

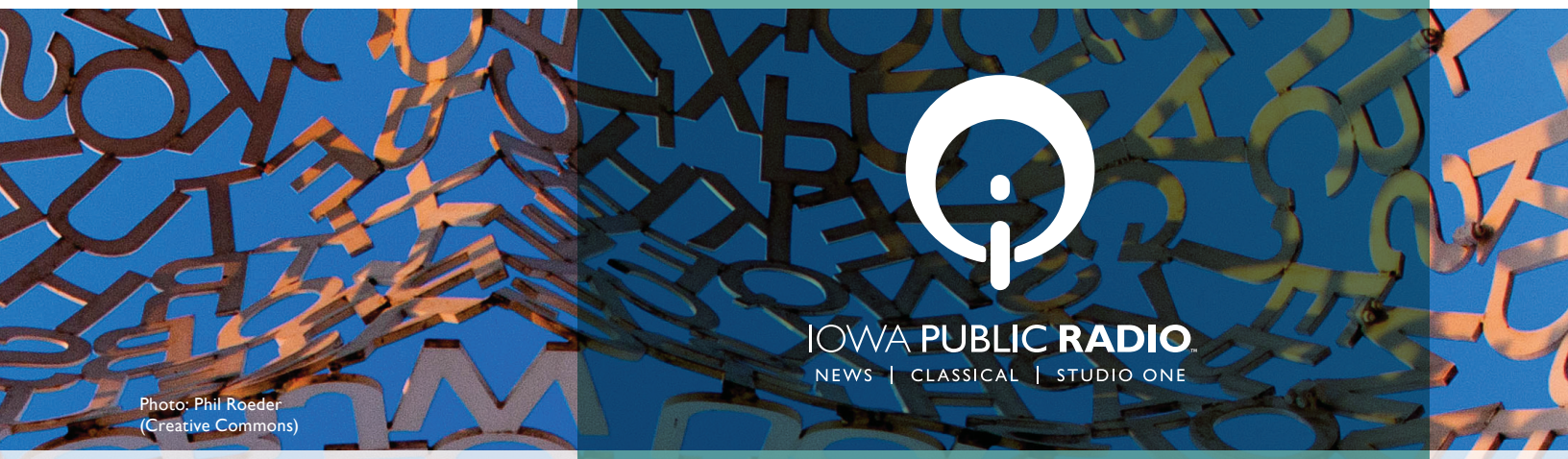
STREAMING
50,000 monthly streaming sessions
Over 46,000 average monthly unique users

ON-DEMAND AUDIO
11,000 monthly sessions

EMAIL NEWSLETTER
Connections member newsletter (monthly) — 30,000 subscribers
Top Five news headlines newsletter (bi-weekly) — 30,000 subscribers

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
NEWS | CLASSICAL | STUDIO ONE



IOWA PUBLIC RADIO™
NEWS | CLASSICAL | STUDIO ONE

Photo: Phil Roeder
(Creative Commons)

IOWA PUBLIC RADIO ENRICHES THE CULTURAL LIFE in Iowa through high quality news and cultural programming.

SPONSORSHIP INQUIRIES

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