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.

“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.”

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

“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.

- **83%** of listeners say they’ve taken action in response to something they’ve heard on public radio.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.
- **58%** of Central Iowa IPR listeners are college educated, compared to 32% of the market overall.
- **38%** of Central Iowa IPR listeners have a household income of $100k+, compared to 33% 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!

¹ Lightspeed Research, March ’19. ² Lightspeed Research, March ’17
Education, income data from Scarborough R2 Jul ’18-Aug ’19
18+ DSM Metro 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.

**THE POWER OF STATEWIDE**

WITH 25 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-AM Ames/Des Moines
  - WOI 104.7-FM Ames

- **CLASSICAL WEST**
  - KICP 105.9-FM Des Moines
  - KICL 96.3-FM Des Moines
  - KICJ 88.9/97.7-FM Des Moines
  - KICG 91.7-FM Ames/Boone

**IPR East Stations**
- **NEWS/STUDIO ONE EAST**
  - KUNI 90.9-FM Waterloo/Cedar Falls/Cedar Rapids/Iowa City
  - KUNI 95.3-FM Iowa City
  - KUNI 102.1/94.5-FM Davenport
  - KNSB 91.1-FM Bettendorf
  - KNSY 89.7-FM Dubuque
  - KNSM 91.5-FM Mason City/Clear Lake
  - 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 1017-AM Dubuque
  - KHKE 90.7-FM Mason City/Clear Lake
  - KICW 91.1-FM Ottumwa

**Digital**
- **IOWAPUBLICRADIO.ORG DESKTOP**
  - 303,544 monthly pageviews
  - 137,062 monthly unique users

- **IOWAPUBLICRADIO.ORG MOBILE**
  - 154,557 monthly pageviews
  - 78,482 monthly unique users

- **STREAMING**
  - 91,468 monthly streaming sessions

- **ON-DEMAND AUDIO**
  - 31,000+ monthly downloads
  - 13,689 users

- **EMAIL NEWSLETTER**
  - Connections member newsletter (monthly) — 35,466 subscribers
  - News Rundown newsletter (weekly) — 35,936 subscribers

(6-mo avg. Nov ‘19 - Apr ‘20)
IOWA PUBLIC RADIO ENRICHES THE CULTURAL LIFE in Iowa through high quality news and cultural programming.

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