DIGITAL OPPORTUNITIES

South Florida's Source for Award-Winning NPR, PBS, Local News and Cultural Programming.
Streaming

Average of
650k
Average monthly active sessions

2:06
Average amount
of time users spend on a page –
(listeners care about the content)

Over
80%
listeners are in Miami-Ft. Laud to WPB

Most streamers
are listening on a
mobile device

Pre-Roll Audio
(15 seconds)

Listeners listen to a non-skippable :15 ad before
every online stream, connecting you to a younger,
mobile audience.

Source: Triton, Jan 2020 – Sept 2020

Connect with WLRN's loyal listeners as
they listen live on WLRN.org, on their smart
speakers or the WLRN mobile app.
WLRN.org provides users with a digital extension to WLRN-FM with local, state and national coverage.

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88% of web traffic comes from new visitors. Our online advertisers benefit from exposure to new people.

730k Average page views/month

585k Average unique page views/month

Source: Google Analytics Jan 2020 - Sept 2020

Display Tile
300px X 250px

Featured Event
WLRN has several opt-in newsletters that are sent to our audience every month. Included in these are a WLRN Member Newsletter as well as topical ones such as Coronavirus, Environmental and Florida Keys Newsletters.

Reach

75,000+

members and growing!
WLRN’s Connected Audience

WLRN Public Media's mobile app makes it easy to stay connected with our highly engaged audience everywhere they go. From their tablet, laptop or smartphone, they can easily tap into all of the latest news, podcasts, music, quality programming and sponsorship content while they are on-the-go - 24/7/365.

The WLRN’s app includes two live radio streams, on-demand programs, digital exclusive audio news, podcast downloads and all the great South Florida storytelling our audience expects from WLRN.

Benefits of Going Mobile
Leverage the unique benefits that only WLRN's mobile app can provide. Reach our desirable audience with prime placement on our app - without cookies or ad blockers.
Digital Display & Video

**REACH**
Digital is a natural fit for companies that already advertise on radio to boost brand awareness. Radio, like the internet, reaches a wide audience. 93% of Americans over the age of 18 listen to the radio every week (eMarketer).

**TARGETING**
Display and video ads can be targeted by location, demographic and behavioral interest. Re-targeting options are also available.

**REPORTING**
After a campaign has ended, WLRN will report impressions, clicks and other metrics back to clients so that they can measure success.

WLRN has recently partnered with Marketron to bring clients the ability to buy targeted display and video inventory on premium 3rd party sites.
THANK YOU

CONTACT US
Brendan Glynn
(305) 350-7978
bglynn@friendsofwlrn.org
172 NE 15th Street, Miami FL 33132
WLRN.org