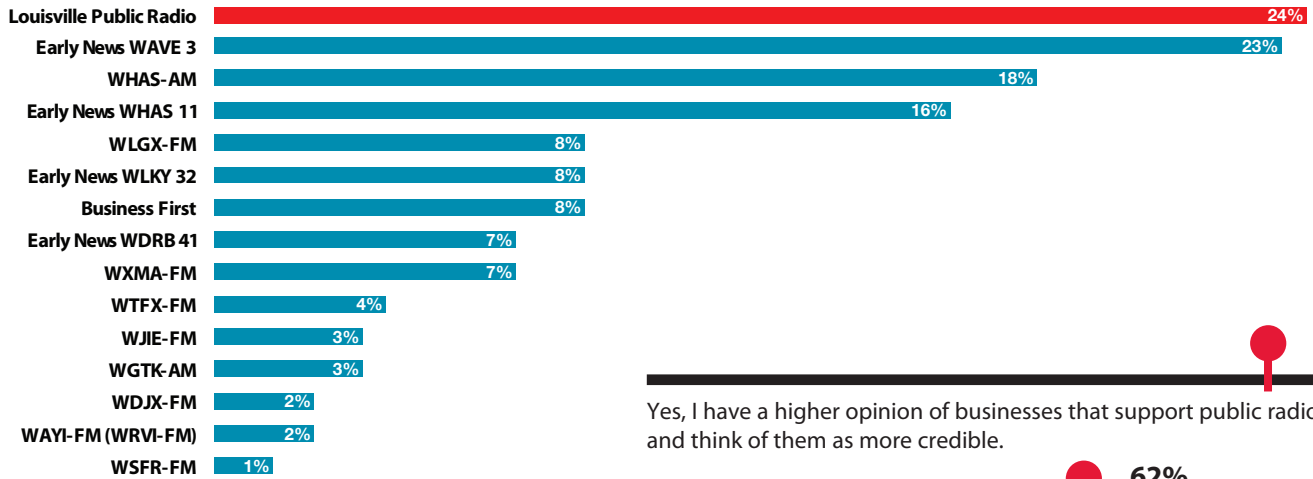


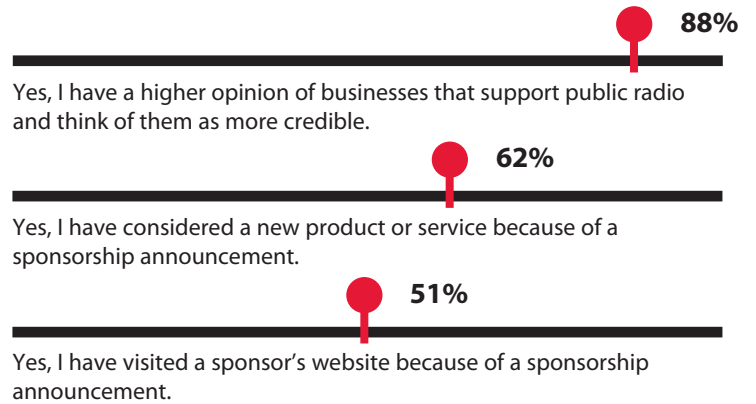


Photos by Donald Vish

## Public Radio is the Media Market Leader in Reaching Heavy Online Shoppers



Source: Louisville Media Audit 2010



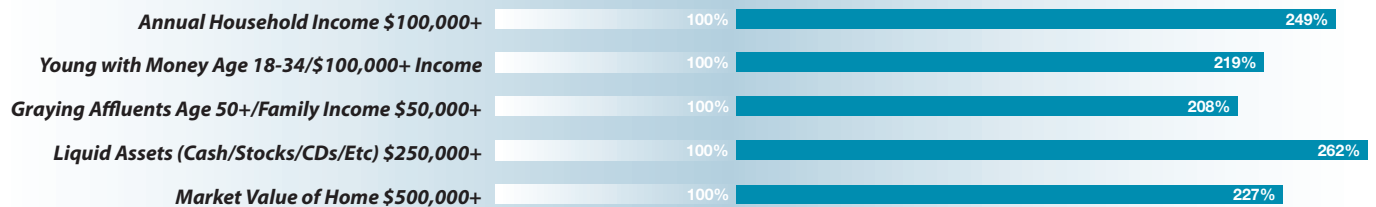
Public Radio is the #1 radio destination for adults 35-64.

Public Radio is the #1 radio destination for people whose household income is \$75,000 a year and greater.

Source: Louisville Media Audit, Dec 08 - Jan 09

### LOUISVILLE

### WFPL / WUOL / WFPK AUDIENCE



Turn up your traffic. Put your message on Public Radio.

