



Join the Audio Revolution

Partnership Capabilities
September 9, 2021



Meet the Team



Denise diLuca

Vice President of Sales, iHeartMEDIA Boston



Kaitlyn Kelley

Vice President Digital Sales, iHeartMEDIA Boston



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iHeartMedia

A national, multiplatform, media company, here to help the Massachusetts Health Officers Association develop solutions to your local marketing challenges.

01 Meet the Team

02 Who is iHeartMedia?

03 Audio Capabilities

04 Case Studies

05 Digital Capabilities

06 Questions & Answers



Who is iHeartMedia?



We're the Only Media Company That Can Help You:

REACH

274M

Listeners
On-Air
Every Month

EXTEND

152M

Registered Users
Through Digital
& Mobile

EXPLORE

252M

Monthly Downloads
#1 Podcast
Publisher

CONNECT

250+

Platforms &
Thousands of
Connected Devices

ENTERTAIN

20K+

Events
Across Markets
& Formats

AMPLIFY

227M

Fans
Through Social
Media

We Are A True Multiplatform Company



AM/FM
RADIO

99%+

COMMUTER
COVERAGE

6K+

AFFILIATE STATIONS

856

LOCAL STATIONS

160+

MARKETS

112

SYNDICATED
PROPERTIES



PODCAST

252M

DOWNLOADS PER MONTH

2K

ORIGINAL, ON-DEMAND
& BRANDED PODCASTS



DIGITAL

2.9B

APP DOWNLOADS &
UPDATES

152M

REGISTERED USERS

2.7K+

LIVE STATIONS &
CUSTOM RADIO

960+

PERSONALITY &
LOCAL STATION SITES



SOCIAL

227M

SOCIAL MEDIA FANS

16M

MONTHLY UNIQUES
ON YOUTUBE

11M

MONTHLY UNIQUES
ON SNAPCHAT



EVENTS

20K+

LOCAL/NATIONAL
FESTIVALS & CONCERTS
EACH YEAR



Broadcast Media

**AM/FM Radio's
Value Runs Deep:
Habit. Loyalty.
Local. Unique.**

HABIT

72%

**Listen To AM/FM
Radio Every Day¹**

LOYALTY

79%

**Feel Connected To
Certain Radio Stations²**

LOCAL

77%

**Like that Broadcast
Radio Keeps Them
in Touch with Their
Community**

70%

**Say Am/FM Radio Keeps
Them Connected To
Their Local Communities²**

National Reach with Local Engagement



Connecting
274 million
consumers each month
with the music, entertainment,
news information, and talent
they love





iHeart
MEDIA

AMERICA'S #1 AUDIO COMPANY

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO · DIGITAL · SOCIAL · PODCASTS · INFLUENCERS · DATA · EVENTS

Total Traffic
& Weather Network

**iHeartMedia Weather
Based Ad Solutions**

How iHeartMedia's TTWN Solutions Work for Your Brand

PLANNING PARAMETERS

GEO

Local, Regional, or National Network
(up to 200+ markets)

PURCHASE

Based upon GRP or Sponsorship Count

DAYPARTS

- ☐ M-F 5A-8P
- ☐ SA/SU 5A-8P
- ☐ M-SU 8P-5A (depending on station)

ROTATE

Multiple Pieces of Copy:

- ☐ Based on day part, format or weather conditions
- ☐ Predominately live read
- ☐ Pre-record capabilities upon request

YOUR AD MESSAGE DELIVERED IN TRAFFIC & WEATHER SPONSORSHIPS



BILLBOARD

Identifies the business or brand responsible for the information



AD COPY

Varied based on time of day and station audience (:10/:15)



REPORT CONTENT ALIGNMENT

Adjacency to current condition based traffic and weather reports



Case Studies



DIGITAL

Source: 1; iHeart internal reporting *With second and third-party data sources



iHeart
MEDIA

AMERICA'S #1 AUDIO COMPANY

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO · DIGITAL · SOCIAL · PODCASTS · INFLUENCERS · DATA · EVENTS

Social Media



iHeart
MEDIA

Social Media

Social media marketing is the process of creating content that you have tailored to the context of each individual social media platform in order to drive user engagement and sharing.

Benefits:

- Drive Conversations
- Leverage Local Personalities
- Drive Website Traffic
- Boost Engagement
- Generate Awareness
- Build Brand Trust
- Grow Social Following

3 Ways To Socialize Your Brand



On-Air + Social Influencer

Extend your audio influencer campaign by leveraging iHeartMedia personalities on-air influence to social media.

Amplify multi-market influence with Local Ignite: iHeartRadio's full social media portfolio through centralized management, distribution, and analysis of branded paid media campaigns.

iHeartMedia Digital Social



Paid Social Amplification

Target users based on their likes and interests with display and video advertising that appears in the right rail as well as desktop and mobile news feeds.



Contesting with Social Sharing

Connect your brand with local listeners through sweepstakes & contests distributed across our sites and mobile app, encouraging fans to participate through strategic promotions with incentivized social sharing actions.



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THE POWER OF AUDIENCE & LOCATION DATA



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Target Your Communities Through Cross Platform Creative

Keep your brand top of mind through targeted display banners to reiterate your communities' messaging throughout your flight, increasing purchase consideration (OR OTHER KPI) amongst key consumers.

Targeting capabilities include:

1. Demographic
2. Geographic
3. Listening Preference
4. Listening Behavior
5. Lifestyle & Interests
6. Purchasing Behavior

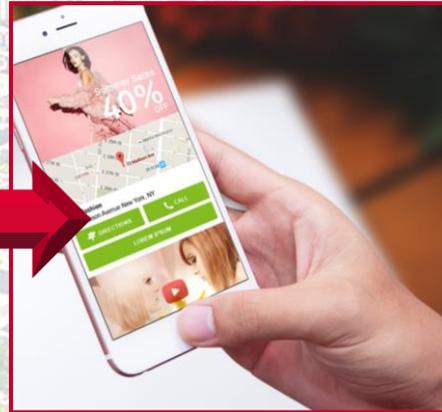
AD Served



CLICK



**DYNAMIC
LANDING PAGES**



**STORE VISITS
& SALES**



Measuring Outcomes — Optimizing for Performance & Prediction

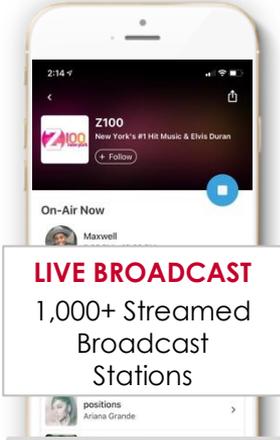


iHeart
MEDIA

DIGITAL AUDIO NETWORK STREAMING

Source: 1; iHeart internal reporting *With second and third-party data sources.

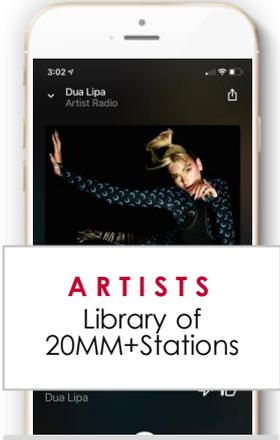
Why Streaming Audio With iHeart? We're So Much More than Just Playlists



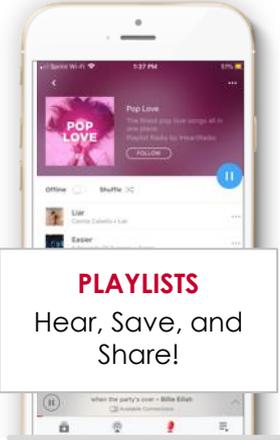
LIVE BROADCAST
1,000+ Streamed
Broadcast
Stations



PODCASTS
#1 Podcast
Network



ARTISTS
Library of
20MM+ Stations



PLAYLISTS
Hear, Save, and
Share!

iHeartRadio
Reaches

152M

Digital Users¹

72%

of iHR users
Don't use Pandora²

74%

of iHR users
Don't use Spotify²



iHeart Is Connected with Consumers Throughout Their Day, Across Their Most Used Devices

200+ PLATFORMS & CONNECTED DEVICES INCLUDING

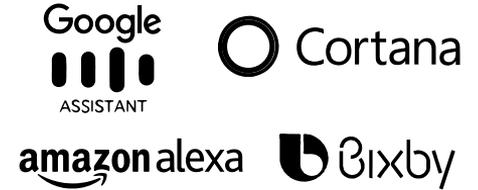
Mobile



Automotive



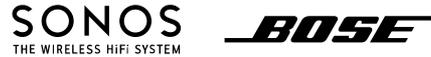
Virtual Assistant



Smart TVs, OTT Boxes, and MSO



Connected Speakers



Gaming Consoles



Retail



Travel/Hospitality





iHeart
MEDIA

PODCASTING



The Podcast Revolution is Here

01

Podcasts are the fastest growing new comms channel with **more than half of Americans already hooked.**

02

Podcasts have massive appeal and are seeing **record growth within every audience.**

03

Multicultural podcasting listening is rapidly on the rise, with the biggest names in culture getting in.

04

iHeart is **#1 Podcast Publisher** with **31M+ monthly listeners** - more than NPR, NYT, Barstool Sports, Wondery & **252M+ monthly downloads**, allowing unrivaled scale against custom audiences.

Podcast Listeners are Super fans

6

PODCASTS

A Week¹

6 HRS 45 MINS

A WEEK

Listening to
Podcasts³

LESS THAN

10%

Ad-Skipping Lowest
of Any Digital Media³

74%

Of Podcast Fans
**Listen To Learn
Something⁴**



The Strongest Publisher in Every Genre that Matters



BUSINESS & FINANCE



TV & FILM



HISTORY



TRUE CRIME



SOCIETY & CULTURE



MUSIC



SPORTS



HEALTH & FITNESS



COMEDY



SCIENCE & TECH



PARENTING & FAMILY



NEWS & CITIZENSHIP



Our Shows Can Be Listened To On All Platforms





The iHeart MEDIA OTT logo is centered on a solid red background. At the top is a white icon of a heart with radio waves emanating from it. Below the icon, the text "iHeart" is written in a bold, white, sans-serif font, with "MEDIA" underneath it in a smaller, all-caps, white, sans-serif font. At the bottom of the red block, the letters "OTT" are written in a large, white, sans-serif font.

Source: 1; iHeart internal reporting *With second and third-party data sources.



Advantages

Reach the growing cord-cutter audience at scale with our best-in-class OTT advertising platform.

Non-skippable video commercials are delivered to consumers viewing long-form content across multiple connected devices (with priority given to the “connected TVs”) via premium publishers.



Quality

Priority access to premium inventory, enhanced targeting strategies (with an emphasis on cord-cutters) and over 95% serving to a large TV screen to help you get the most co-viewing out of your impressions.



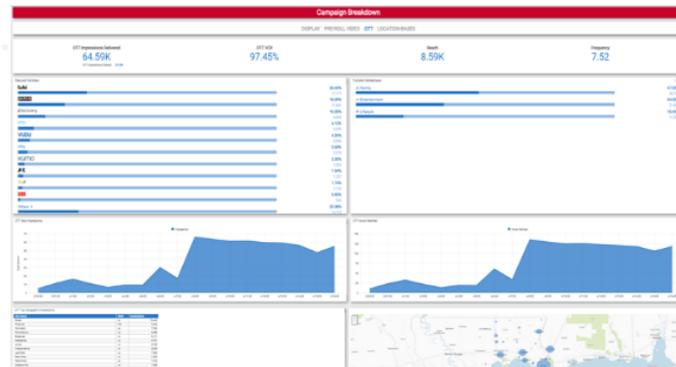
Scale

Nearly 50 direct publisher relationships plus multiple exchange partnerships help to provide significant scale - even at zip code levels.



Transparency

Live online dashboards with detailed campaign metrics including publisher distribution down to the last impression.





Questions & Answers

Thank You!

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