Proven Engagement, Powerful Results

Show you’re invested in the community

71% say companies who sponsor PBS provide a valuable public service.¹

55% say that companies that sponsor PBS are industry leaders.¹

Be the brand they love and trust

72% of public radio listeners hold a more positive opinion of sponsors that support NPR.²

64% agree that PBS sponsor messages are seen as different and better.¹

Welcome new clients and consumers

56% of public radio listeners prefer to buy products or services from companies that sponsor NPR.²

96% of listeners have taken action in response to something heard/read on NPR.³

¹Commercialism Research City Square Associates, January-February 2016
²Lightspeed Research, State of Sponsorship Survey, March 2019
³NPR Impact Study. Refers to weekly NPR listeners, December, 2018
⁴TRAC Media Services, Feb 2019, KOPB, M-Su, 8p-11p, Live+ Same Day, Portland, OR DMA, P2+
⁶Google Analytics, May 2018-April 2019. Average, opb.org page views
⁷Nielsen, October 2015, PBS
⁸Media Monitors 2016.
Platforms that Reach Your Audience

OPB TV has an average of 28,000+ Portland metro area viewers per prime time program.4

OPB Radio has more than 506,500 weekly listeners across Oregon and southern Washington.5

OPB Digital has an average of 1.6M views per month.6
Stand Out from Your Competition

OPB TV and Radio

Commercial/Cable TV and Radio

TV Non-Programming Minutes/Hour:
- PBS/OPB: 3 minutes and 15 seconds
- Commercial: 14 minutes and 33 seconds
- Cable: 14 minutes and 40 seconds

Radio Non-Programming Minutes/Hour:
- NPR/OPB: 2.5 minutes | 8 ads
- Commercial music: 12-14 minutes | 26-32 ads
- Commercial news: 14-16 minutes | 28-36 ads
**What Do Sponsors Think?**

“Honestly, at first I was skeptical about radio…you can’t measure and track it. But we gave it a try and now I know that OPB works. People started recognizing and introducing me as the guy who has spots on OPB! We’re elevating our brand and showing that our company values this community.”

Rob Jordan  
CEO and Founder, Idealist Consulting

“I recently handed a reference sheet to a guy I was talking to about a bid and he said, ‘I don’t need that, we heard you on OPB this morning, and that’s enough for us.’”

Michael Wieber  
President, NW Seismic

“We get more positive feedback about our OPB presence than anything else!”

Nan Devlin  
Director of Tourism, Visit Tillamook Coast

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OPB’s Digital Audience: Connected and Active

Visitors turn to opb.org for information they can trust. Of this active and educated audience:

- 92% are registered voters
- 56% are white collar workers
- 67% own their own home
- 79% have investments
- 41% have traveled abroad in the past 12 months
- 81% have attended college

“I’m tired of having to weed out fake news on social media and know that I can trust OPB for the real unbiased news.”

**Michale from Vancouver**

**Source:** Prepared with TAPSCAN, Scarborough R1 2019: February 2018-February 2019, A18+, Portland, OR Metro, Newspaper/TV/Cable websites visited in the past 30 days: opb.org, Newspaper/TV/Cable websites visited in the past 7 days: opb.org, Radio station websites visited past 30 days: opb.org, Radio station websites visited past 7 days: opb.org.
Digital Sponsorship Options

320x50
Available placement:
OPB News app
opbmusic app
KMHD app

300x250
Available placement:
opb.org
opbmusic.org
kmhd.org

180x150
Available placement:
opb.org
opbmusic.org
kmhd.org

600x90
Available placement:
“OPB Insider” weekly e-news
opbmusic e-news
KMHD e-news
OPB’s TV Audience: Loyal and Educated

OPB offers an array of high-quality, award-winning PBS programming and OPB original series across Oregon and southern Washington. OPB’s news, nature, science, arts, culture and children’s shows each week attract a notable audience:

- 93% are registered voters
- 31% are white collar workers
- 65% own their own home
- 73% have investments
- 28% have traveled abroad in the past 12 months
- 76% have attended college

“We watch OPB every day. Love the new kids station!”

Jake from Sisters
Our top TV genres and shows

Science and Nature

Arts and Culture

News and Public Affairs

History

Drama

Children’s

TV Coverage Map

Source: Prepared with TAPSCAN, Scarborough R1 2019: February 2018-February 2019, A18+, Portland, OR Metro, KOPB M-Su 4a-2a
As one of the most popular stations in the Portland metro area, OPB Radio reaches more than 506,500 listeners each week throughout Oregon and southern Washington. A well-rounded audience turns to OPB:

- 96% are registered voters
- 60% are white collar workers
- 74% own their own home
- 81% have investments
- 44% have traveled abroad in the past 12 months
- 89% have attended college

“OPB is the only radio station I listen to...no really...the only one!”

Kathryn from Portland
Sponsor Radio Spot Examples

OPB Radio spots are ten seconds and read live by our announcers with a standard intro:

“Support for OPB comes from our Members/Sustaining Members – Thank You – and from…”

“High Desert Museum in Bend, where wild meets west. Wildlife, history, art and new exhibits for the entire family. Highdesertmuseum.org.”

“iBridge, a Northwest data management firm, helping healthcare, legal, financial and government institutions mine breakthrough insights from their data. More at ibridgelc.com.”

Radio Coverage Map

KMHD has been a staple of the Portland jazz scene for the last 25 years. It reaches a large audience by showcasing the best of jazz and all its related subgenres, including R&B, funk and roots. KMHD’s DJs are part of the larger musical community, opening for major concerts and playing high-profile clubs around Portland. KMHD has an audience of devoted, loyal listeners:

- 93% are registered voters
- 57% are white collar workers
- 66% own their own home
- 84% have investments
- 45% have traveled abroad in the past 12 months
- 93% have attended college

“You have some of the best darn programming out there. I love keeping my radio dial at one spot and getting exposure to a great variety of styles – jazz, indie, soul, R&B, oldies, swing, latin, electronic-based, and so on. I’ve learned of more great music through KMHD than any other radio channel I’ve ever heard. Keep it up!”

MJ from Milwaukie
opbmusic: A Hub for Music Discovery

For people who love music and discovering new artists, opbmusic features the best indie and alternative, with an emphasis on featuring new artists from Oregon and the Northwest. opbmusic is accessible both on air and streaming at opbmusic.org.

At opbmusic.org, listeners can join conversations about the vibrant local music scene, win tickets to shows, and stream audio and video in-studio sessions.

opbmusic Sessions

Sessions are regularly recorded in studio and feature great local and touring bands in an intimate setting. They are then edited into compelling videos for the web.

opbmusic sessions are available on VuHaus.com, which hosts live music recordings from other public radio stations across the country. There are opportunities for sponsorship at the local and national level.