

Proven Engagement, Powerful Results



**Show you're
invested
in the
community**

61%

of viewers say that sponsors are different and better than other networks, and half say that PBS sponsors are high quality brands.¹

58%

say PBS sponsors have a commitment to quality and excellence.¹

**Be the
brand they
love and
trust**

71%

of NPR listeners hold a more positive opinion of companies that support NPR.²

89%

of listeners agree that NPR provides them with information that other media outlets do not provide.¹

**Welcome
new clients
and
consumers**

66%

of public radio listeners prefer to do business with companies that support NPR.²

82%

of listeners have taken action in response to something heard on NPR.²

Platforms that Reach Your Audience



OPB TV has an average of 26,000+ Portland metro area viewers per prime time program.⁴



OPB Radio has more than 493,200 weekly listeners across Oregon and southern Washington.⁵



OPB Digital has an average of 3.9M views per month.⁶

Stand Out from Your Competition



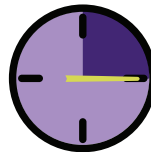
OPB TV and Radio



**Commercial/Cable
TV and Radio**



OPB TV and Radio
4 Minutes of
Non-Programming



**Commercial/Cable
TV and Radio**
15 Minutes of
Non-Programming

TV Non-Programming Minutes/Hour:⁷

- PBS/OPB: 3 minutes and 15 seconds
- Commercial: 14 minutes and 33 seconds
- Cable: 14 minutes and 40 seconds

Radio Non-Programming Minutes/Hour:⁸

- NPR/OPB: 2.5 minutes | 8 ads
- Commercial music: 12-14 minutes | 26-32 ads
- Commercial news: 14-16 minutes | 28-36 ads

Get Results

66%

of listeners **prefer to purchase products and services** from public radio sponsors.²

“OPB is the **ONLY** place our name is heard or seen that brings us tangible results! People come in all the time, buy books and thank us for our support. So, a good thing goes both ways...”

*Valerie Ryan
Cannon Beach Book Company and Oregon
Independent Booksellers Association*

82%

of listeners have **taken action** in response to a public radio sponsorship message.²

“I have a reference sheet that I give to potential clients when I talk with them about working on their house. I recently handed it to 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*

57%

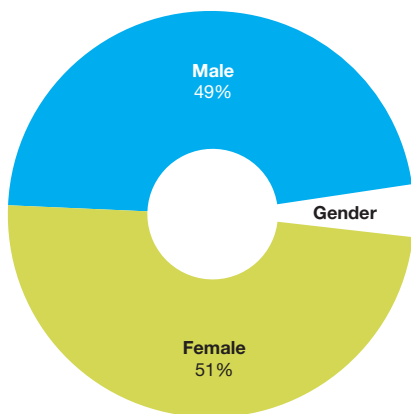
of viewers have a **more favorable view** of a brand for sponsoring PBS.¹

“Schwabe has a strong commitment to the community. The comments we hear with respect to our partnership with Oregon Public Broadcasting are by far the most positive of any we receive.”

*Mark Long
Managing Partner,
Schwabe Williamson & Wyatt*

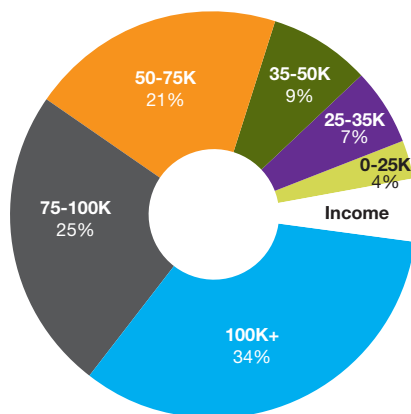
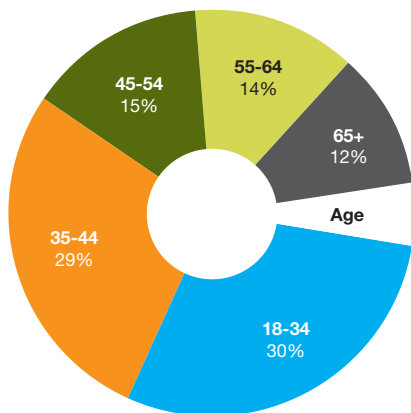
¹ 2019 PBS Commercialism Study, City Square Associates, January 2020, ² Kantar, NPR State of Sponsorship Survey, April 2020, ³ TRAC Media Services, Feb 2020, KOPB-M-Su Primetime, Live+ Same Day, Portland OR DMA, P2+, ⁴ Prepared by RRC, Total P12+, M-Su 6a-12a, Fall 2019, Weekly CUME, KHRV-FM/KOAB-FM/KOABFM Stream/KOAC-AM/KOAC-FM/KOBK-FM/KOBN-FM/KOJD-FM/KOPB-AM/KOPB-FM/KOPB-FM Stream/KOTD-FM/KRBM-FM/KTMKFM/KTVR-FM ©2019 Nielsen Audio, Inc. May not be quoted or reproduced without the prior written permission of Nielsen Audio, ⁵ Google Analytics January-October 2020 Average, opb.org pageviews, ⁷ Nielsen, October 2015, PBS, ⁸ Media Monitors 2016.

OPB's Digital Audience: Connected and Active



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

- 82% have attended college
- 68% have contributed money to an organization (in the past 12 months)
- 52% more likely than the market average to donate money or time to environmental causes
- 65% own their own home
- 65% more likely than the market average to be self-employed

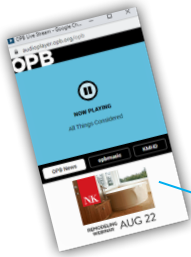


“What I love is the reliability. OPB is always there; getting the stories that no one else thinks of, especially the environmental reporting that we desperately need.”

Katherine from Lake Oswego

Source: Prepared with TAPSCAN, Scarborough R2 2020: SEPT 19-AUG 20, 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



180x150
Listen Live Streaming

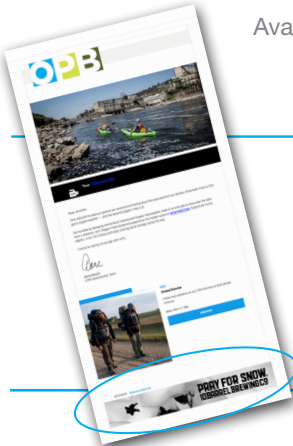


300x250
Available placement:
opb.org
kmhd.org



**728x90,
468x60,
320x100**

Available placement:
opb.org
kmhd.org



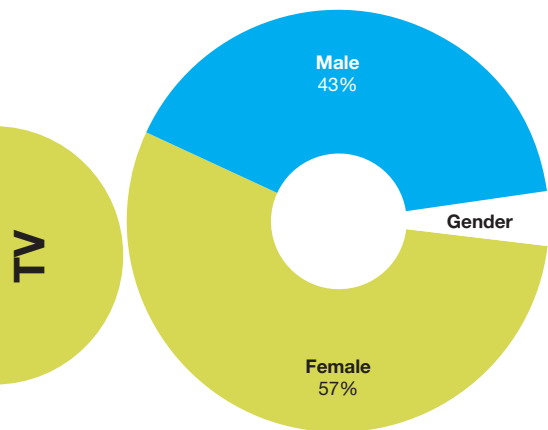
600x90
Available placement:
"OPB Insider" weekly e-news
KMHD e-news

900x150
First Look



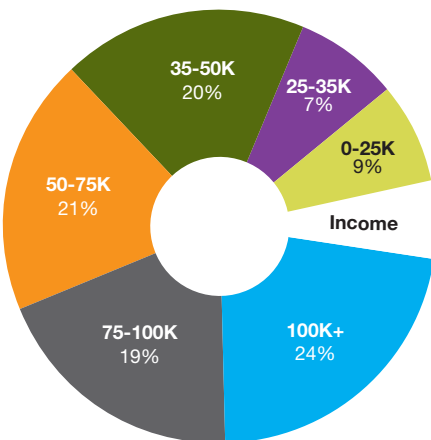
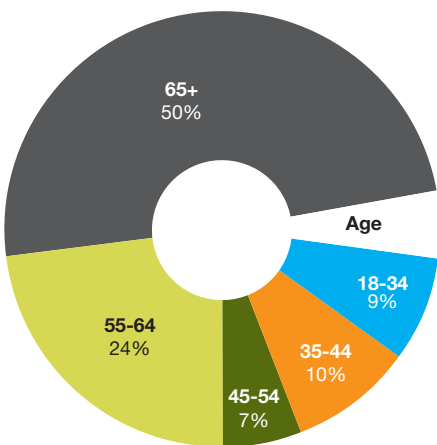
320x50
Available placement:
OPB News app
KMHD app

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:

- 76% have contributed money to an organization (in the past 12 months)
- 71% have attended college
- 72% own their home
- 31% have done volunteer work (in the past 12 months)
- 41% are grandparents of a child under 18



“OPB has been a friend and companion for so many years. It has supported me so I continue to support it.”

Jane from Bend

TV Sponsorship Examples + Coverage

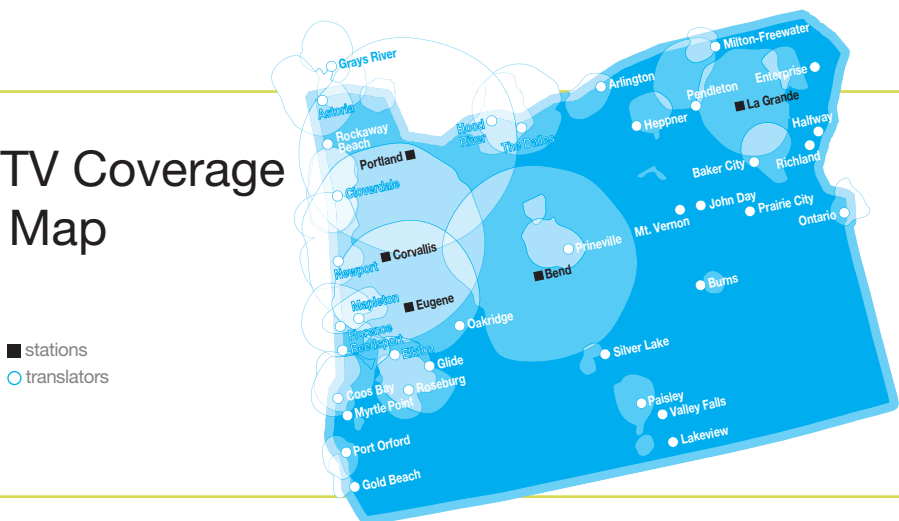
OPB TV offers :10, :15, and :30 spots

spots before and after each program, or adjacency spots available during the break before the program begins.

Watch TV Example Spots here: [TV Spot Examples](#)



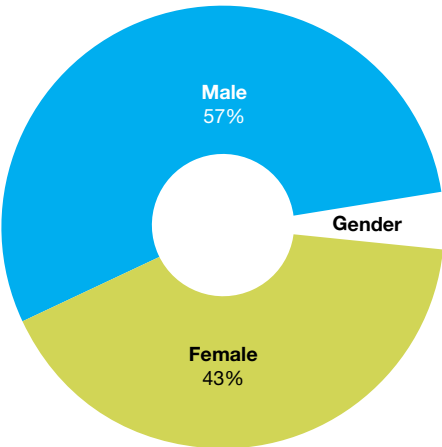
TV Coverage Map



Source: Prepared with TAPSCAN, Scarborough R2 2020: SEPT 19-AUG 20, A18+, Portland, OR Metro, KOPB M-Su 4a-2a

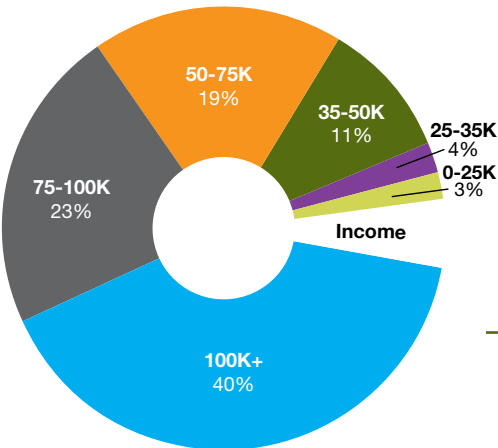
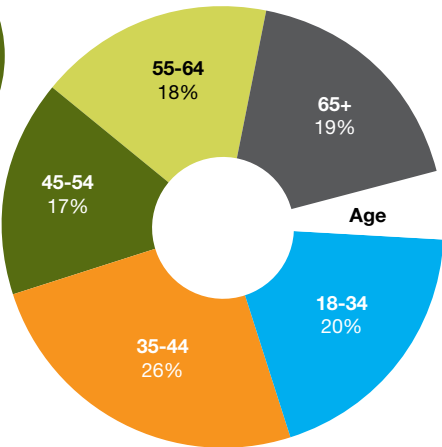
OPB's Radio Audience: Engaged and Influential

RADIO



As one of the most popular stations in the Portland metro area, OPB Radio reaches more than 493,200 listeners each week throughout Oregon and southern Washington. A well-rounded audience turns to OPB:

- 85% have attended college
- 75% have contributed money to an organization (in the past 12 months)
- 74% own their home
- 65% more likely than the market average to own or lease a hybrid vehicle
- 64% buy locally grown food



“From local to international news, we need OPB’s thorough investigative journalism to keep us informed and prepared as global citizens.”

Deborah 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...”

See and hear copy examples here:
Radio Spot Examples

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

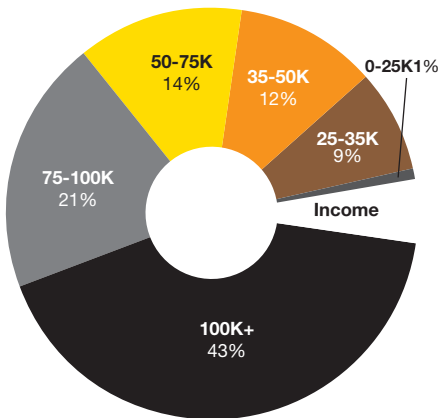
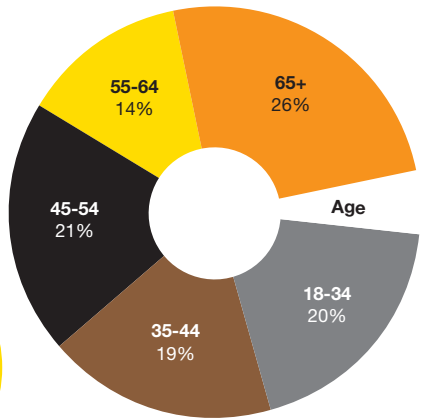
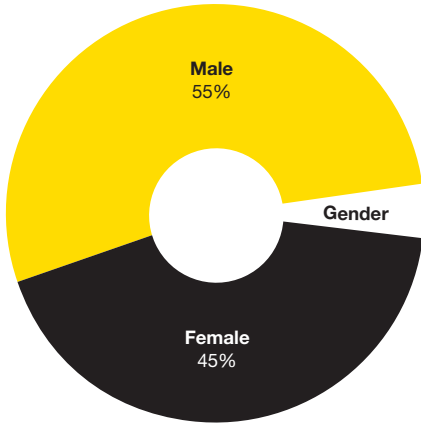
“iBridge, a Northwest data management firm, helping healthcare, legal, financial and government institutions mine breakthrough insights from their data. More at ibridgellc.com.”

Radio Coverage Map

■ stations
○ translators



KMHD: A Jazz Station for People Who Think They Don't Like Jazz



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:

- 45% more likely than the market average to donate money or time to environmental causes
- 88% have attended college
- 59% own their home
- 44% have done volunteer work (in the past 12 months)
- 42% pay more for eco-friendly products and services

"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

A word from our sponsor:

“As a local retailer, we are reliant on the kind of informed consumer that values the health of their community and supports its continued success with their spending dollar. Sponsoring a highly valued public good like OPB is one of the best ways for us to demonstrate our shared commitment to these values with our customers.”

*Justin Horner,
Creative Director Kitchen Kaboodle*
