

OPB

MEDIA KIT



RADIO | TELEVISION | DIGITAL



PUBLIC MEDIA

WHO ARE WE?

OPB is an independent nonprofit organization providing news, information, and storytelling from the largest newsroom in the region.

FREE ACCESS

NO PAYWALLS

1.3M+

Weekly Engagements

7

Platforms to Connect with Audiences

3

Markets Across Oregon and Washington

PLATFORMS WITH SPONSORSHIP OPPORTUNITIES



RADIO

409K people reached weekly

Translated + transmitted across 19 call letters throughout the region



TV

283K people reached weekly

OPB Main Channel, OPB World, PBS KIDS 24/7



STREAMING AUDIO

175K people reached weekly

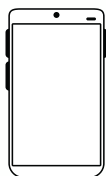
Radio stream, OPB original podcasts



DIGITAL VIDEO

149K people reached weekly

Original OPB series on YouTube, PBS App video stream, Vertical video



MOBILE APP

8K+ people reached weekly

Apple + Android



OPB.ORG

388K people reached weekly

Latest news, Original OPB series on YouTube, PBS App video stream



NEWSLETTERS

283K people reached weekly

First Look
Member Insider
Superabundant

STAND OUT FROM THE COMPETITION

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



OPB TV and Radio

4 Minutes of Non-Programming per Hour



Commercial/Cable TV and Radio

15 Minutes of Non-Programming per Hour

66%

of Listeners prefer to purchase products and services from public radio sponsors.

57%

of Viewers have a more favorable view of a brand for sponsoring PBS.

82%

of Listeners have taken action in response to a public radio sponsorship message.

71%

of Listeners hold a more positive opinion of companies that support NPR.

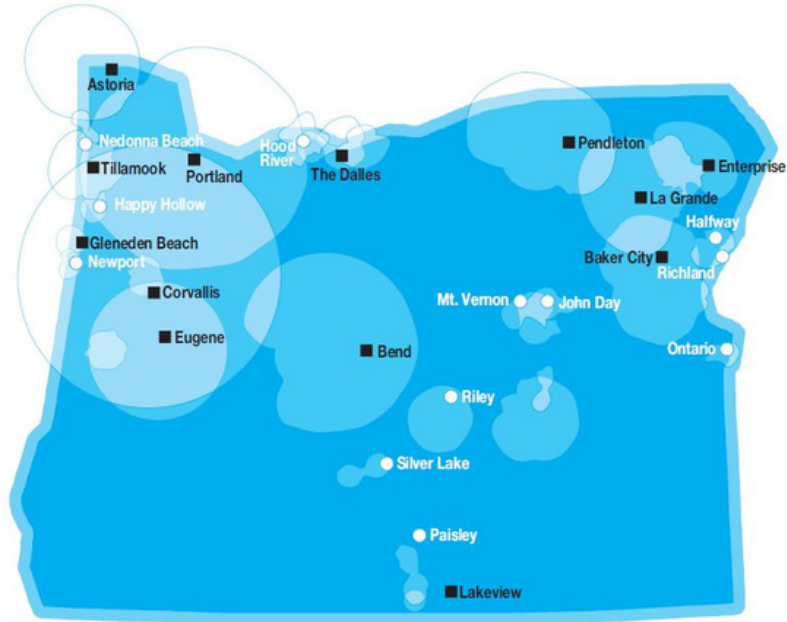
Source: Nielsen; PBS Commercialism Study, City Square Associates; Kantar, NPR State of Sponsorship Survey, Jan 5-16, 2023



STATEWIDE COVERAGE AND BEYOND

Radio Coverage Map

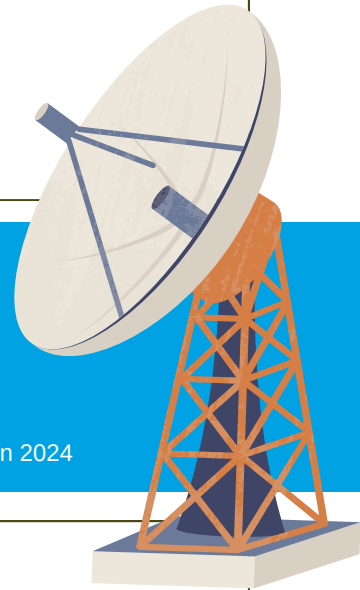
- stations
- translators



2.5X

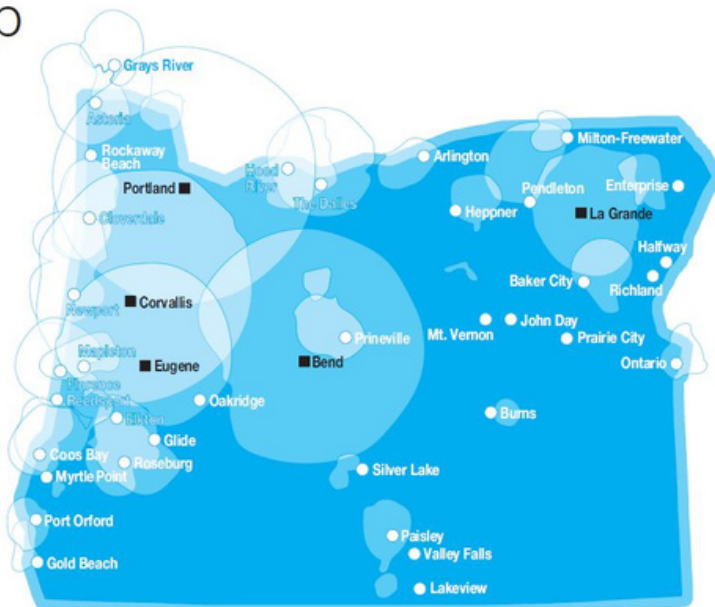
More college-educated AQH (average-quarter-hour) listeners than the nearest competitor station.

Source: PPM Analysis Tool, Nielsen, Portland, OR Metro, P21+, \$75K+, College Graduates, Jan 2023-Jan 2024



TV Coverage Map

- stations
- translators



OPB RADIO



ALIGN WITH THE SOURCE PEOPLE LOVE & TRUST

As one of the most popular stations in the Portland metro area, OPB Radio reaches more than 403,800 listeners each week throughout Oregon and Southwest Washington and consistently ranks #1 in key dayparts. Sponsorship opportunities are :10 live reads from announcers M-F and :10 recorded spots Sa-Su.

409K

**Weekly
Audience**

#1

**Portland
Station**

75%

**Portland MSA
Audience**

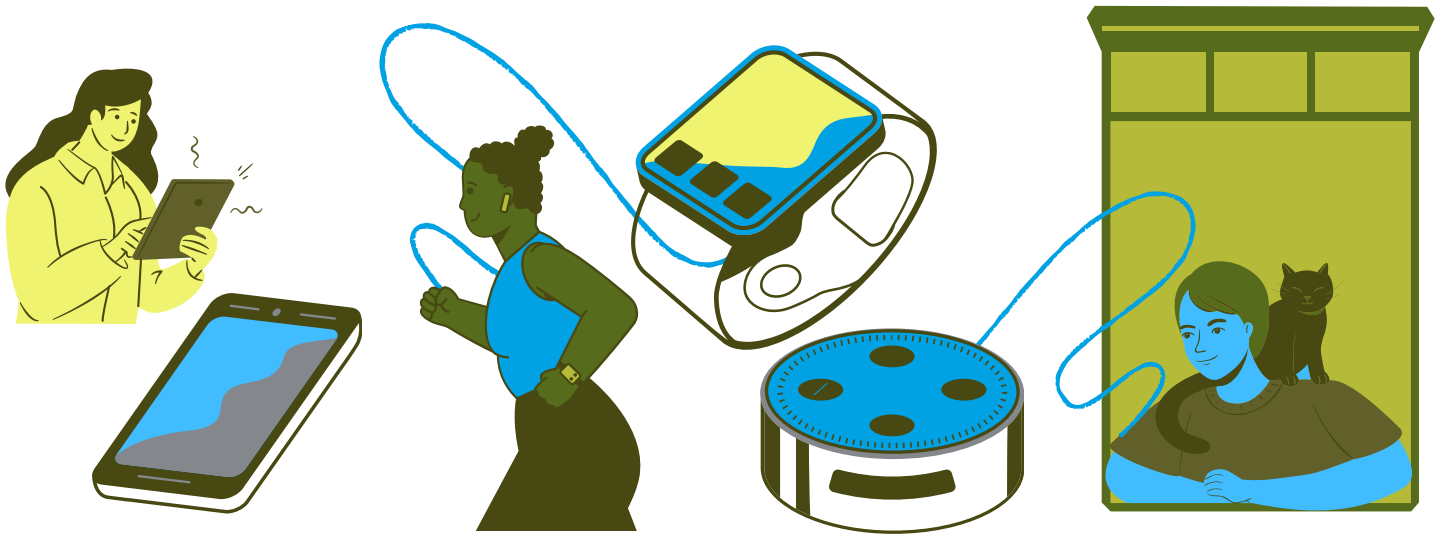
57%

**Adults
35-64**

Source: PPM Analysis Tool, Nielsen, Portland, OR MSA, P6+, Jan-Jun 2023



STREAMING RADIO



MEET YOUR AUDIENCE **WHEREVER THEY ARE**

People take OPB with them out of the car and into their lives. They listen at home, at work, while biking, grocery shopping, running errands, and wherever life takes them.

When consumers have many platforms to choose from, OPB and your messaging can meet them wherever they listen. We offer :10 pre-roll and OPB's stream is simulcast, meaning your radio messaging airs on terrestrial radio as well as the stream.

66K

**Weekly
Listeners**

309K

**Weekly Active
Streams**

69%

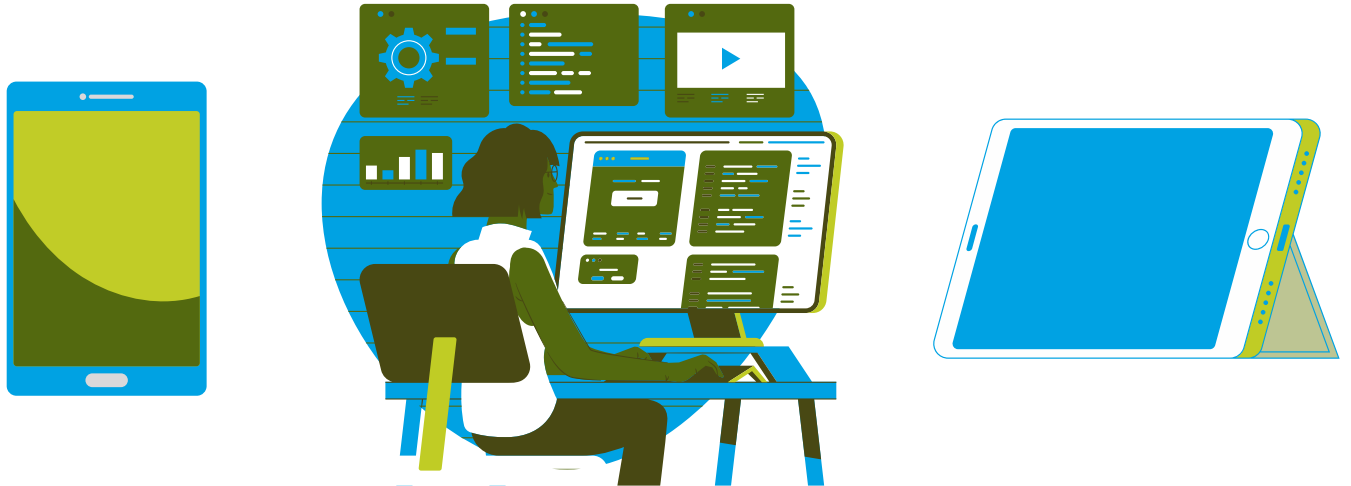
**Oregon
Listeners**

75%

**Listen from
mobile devices**

Source: SoundStack Console; AudioServe; Jan-Jun 2023





CONNECT WITH PEOPLE **WHILE THEY'RE BROWSING**

OPB.org provides news and stories from our region. Users come to OPB to understand the *why* behind breaking news stories, read election coverage to learn about candidates and issues, and to pique their curiosity around science and environment news. Connect with folks while they're seeking essential news and information.

Digital banners are available on site in four sizes that run alongside OPB's coverage of local, national, and global news.

ONLINE REACH

55%

of Users are from
Oregon & Washington

2.1M

Monthly
Pageviews

388K

Weekly Users

75%

Visit from Mobile
Devices

Source: Google Analytics, OPB.org, Jan-Jun 2023

TELEVISION



**finding
your
roots**
with
HENRY LOUIS GATES, JR.



CALL THE MIDWIFE



OPB-TV IS TRUSTED. EDUCATIONAL. INCLUSIVE.

We know that powerful storytelling strengthens the community. We curate an immersive experience for Oregon through our inspiring and engaging programs, along with the national PBS entertainment, news, and children's programming our audience knows and loves.



87%

of Viewers agree PBS stations provide excellent value to communities

283K

Weekly Audience

52%

of Viewers are in the Portland DMA

96%

of U.S. households are reached by PBS KIDS

Source: Marketing & Research Resources online survey, Jan 5-16, 2023;
TRAC Media, Portland, OR MSA, P2+, Jan-Jun 2023 ; Nielsen NPOWER, January 2017



DIGITAL VIDEO SERIES



FIND YOUR AUDIENCE WHILE THEY'RE EXPLORING



Our online digital content includes the best stories highlighted for your viewing, reading, and listening pleasure, as well as all of the Headlines, Local, State and National news, Live streaming feeds and podcasts, arts and cultural information, plus much more. With the flexibility to watch on multiple platforms, our Viewers can watch wherever is most convenient for them.

66K

**Weekly
Listeners**

309K

**Weekly Active
Streams**

69%

**Oregon
Listeners**

75%

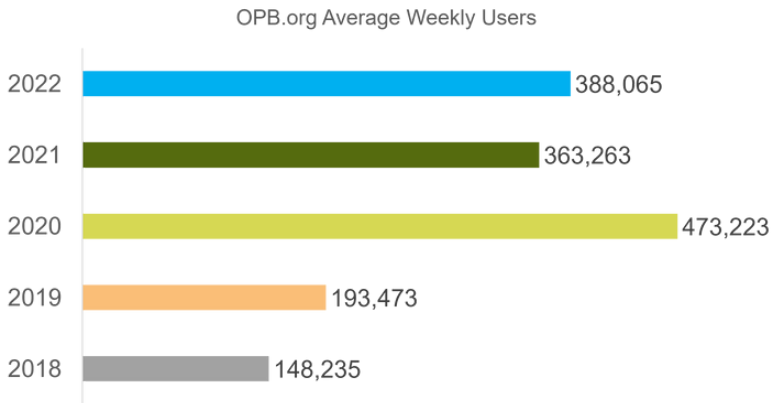
**Listen from
mobile devices**

Source: Google Analytics, OPB.org; Youtube; PBS App; SoundStack Console, Jan-Jun 2023



DIGITAL SPONSORSHIP

OPB.org Users have increased 2.5x since 2018



After major growth in 2020 from essential news coverage, OPB.org supports a larger audience than ever before.

Available Banner Placements

Homepage

300x250

Article Pages

728x90, 468x60, 320x100

Listen Live Streaming

180x150

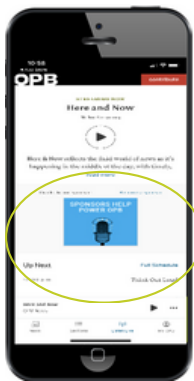
E-newsletters

900x150, 600 x90

Mobile App

300x250

Homepage Banner



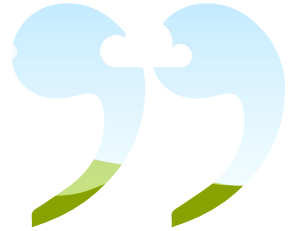
Listen Live! Popout



WORK WITH US

OPB Sponsorship Gets Results

TESTIMONIALS



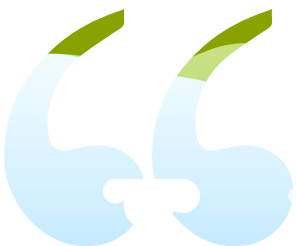
“OPB is rising as the region’s most robust and trusted news source, and is a very cost-effective media buy. OPB is always my first recommendation for outreach campaigns for our public agency clients.”

ALICE HODGE - JLA PUBLIC INVOLVEMENT



“We have used print media, broadcast and cable television, as well as other radio outlets for outreach in our 45 year long past. None have proven to perform better than OPB Sponsorship on a dollar per dollar basis.”

JUSTIN HORNER -
CREATIVE DIRECTOR, KITCHEN KABOODLE



GET IN TOUCH

Thank you!

Fill out our sponsorship inquiry form at:
opb.org/sponsor



*How can
I get started?!*

OPB has a wide range of community-minded sponsors - from yoga studios to banks - with budgets ranging from **\$2K to \$100K+**. Whether you're a nonprofit, a small business, or a large corporation, our team is ready to create a custom media buy tailored to your goals, objectives and budget within that range.



sponsor@opb.org



opb.org/sponsor



7140 S Macadam Ave
Portland, OR 97202

