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

WHO ARE WE?

FREE ACCESS  NO PAYWALLS

1.3M+ Weekly Engagements

7 Platforms to Connect with Audiences

3 Markets Across Oregon and Washington
<table>
<thead>
<tr>
<th>PLATFORMS WITH SPONSORSHIP OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RADIO</strong></td>
</tr>
<tr>
<td>409K people reached weekly</td>
</tr>
<tr>
<td>Translated + transmitted across 19 call letters throughout the region</td>
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<tr>
<td><strong>TV</strong></td>
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<tr>
<td>283K people reached weekly</td>
</tr>
<tr>
<td>OPB Main Channel, OPB World, PBS KIDS 24/7</td>
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<tr>
<td><strong>STREAMING AUDIO</strong></td>
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<tr>
<td>175K people reached weekly</td>
</tr>
<tr>
<td>Radio stream, OPB original podcasts</td>
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<tr>
<td><strong>DIGITAL VIDEO</strong></td>
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<tr>
<td>149K people reached weekly</td>
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<tr>
<td>Original OPB series on YouTube, PBS App video stream, Vertical video</td>
</tr>
<tr>
<td><strong>MOBILE APP</strong></td>
</tr>
<tr>
<td>8K+ people reached weekly</td>
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<tr>
<td>Apple + Android</td>
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<tr>
<td><strong>OPB.ORG</strong></td>
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<tr>
<td>388K people reached weekly</td>
</tr>
<tr>
<td>Latest news, Original OPB series on YouTube, PBS App video stream</td>
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<tr>
<td><strong>NEWSLETTERS</strong></td>
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<tr>
<td>283K people reached weekly</td>
</tr>
<tr>
<td>First Look, Member Insider, Superabundant</td>
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</tbody>
</table>
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.

82% of Listeners have taken action in response to a public radio sponsorship message.

57% of Viewers have a more favorable view of a brand for sponsoring PBS.

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

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
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.

Source: PPM Analysis Tool, Nielsen, Portland, OR MSA, P6+, Jan-Jun 2023
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
69% Oregon Listeners
309K Weekly Active Streams
75% Listen from mobile devices

Source: SoundStack Console; AudioServe; Jan-Jun 2023
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*
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.

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

FIND YOUR AUDIENCE  WHILE THEY'RE EXPLORING

66K Weekly Listeners
69% Oregon Listeners
309K Weekly Active Streams
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.
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
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.

How can I get started?!

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

GET IN TOUCH
Thank you!

opb.org/sponsor

7140 S Macadam Ave
Portland, OR 97202

sponsor@opb.org