WHO ARE WE?

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

FREE ACCESS

1.3M+ Weekly Engagements

7 Platforms to Connect with Audiences

3 Markets Across Oregon and Washington

NO PAYWALLS
<table>
<thead>
<tr>
<th>PLATFORMS WITH SPONSORSHIP OPPORTUNITIES</th>
<th></th>
</tr>
</thead>
</table>
| **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 |
“Support for OPB comes from our Members/Sustaining Members – Thank You – and from…”

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

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
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.

**ALIGN WITH THE SOURCE** PEOPLE LOVE & TRUST

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
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.

**MEET YOUR AUDIENCE WHEREVER THEY ARE**

<table>
<thead>
<tr>
<th>Weekly Listeners</th>
<th>Weekly Active Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>66K</td>
<td>309K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Oregon Listeners</th>
<th>Listen from mobile devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>69%</td>
<td>75%</td>
</tr>
</tbody>
</table>

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.

**OPB-TV IS TRUSTED. EDUCATIONAL. INCLUSIVE.**

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
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

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

OPB.org Users have increased 2.5x since 2018

<table>
<thead>
<tr>
<th>Year</th>
<th>OPB.org Average Weekly Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>148,235</td>
</tr>
<tr>
<td>2019</td>
<td>193,473</td>
</tr>
<tr>
<td>2020</td>
<td>473,223</td>
</tr>
<tr>
<td>2021</td>
<td>363,263</td>
</tr>
<tr>
<td>2022</td>
<td>388,065</td>
</tr>
</tbody>
</table>

Available Banner Placements

- **Homepage**
  - 300x250

- **Article Pages**
  - 728x90, 468x60, 320x100

- **Listen Live Streaming**
  - 180x150

- **E-newsletters**
  - 900x150, 600x90

- **Mobile App**
  - 300x250

Homepage Banner

Listen Live! Popout
“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
Fill out our sponsorship inquiry form at: opb.org/sponsorship

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?!