OPB is the best-kept marketing secret for reaching the highest concentration of educated, affluent and influential decision makers in Oregon and southern Washington. Your best clients, customers, patrons, and employees depend on OPB every day.

Reach Your Target Audience

**OPB TV** far outpaces cable ratings, with an average of more than 42,000 Portland metro-area viewers per primetime program.¹

**OPB Radio** has more than 404,000 weekly listeners throughout Oregon and southern Washington.²

**opb.org** is visited by more than 470,000 people each month.
Get Results

OPB’s loyal audience appreciates sponsors who support the programs they love. By supporting OPB, you’ll build a deep connection with OPB’s large and engaged audience, driving more interest in doing business with you.

Increase Return on Investment

- 83 percent of listeners have taken action in response to something heard on NPR.  
- 36 percent of the PBS audience has researched a sponsoring company, product or service.

Cultivate Clients and Consumers

- 65 percent of public radio listeners prefer to buy products and services from companies that support public radio.
- 68 percent agree that PBS sponsors are committed to quality and excellence.

Build Brand Loyalty and Trust

- 66 percent of public radio listeners agree their opinion of a company is more positive when they find out it supports public radio.
- 55 percent of PBS viewers agree that sponsors are industry leaders.

Demonstrate Your Good Corporate Citizenship

- 68 percent say PBS sponsors are committed to education.
- 71 percent say companies who sponsor PBS provide a valuable public service.
Stand Out from Your Competitors

Your sponsorship messages will stand out because there is less visual and auditory “noise” relative to commercial media outlets.

- OPB TV includes fewer non-programming minutes per primetime hour: 3:15 minutes on average compared to 14:33 minutes on commercial broadcast and 14:40 minutes on cable TV.

- OPB Radio dedicates no more than three minutes per hour to sponsorship spots, while commercial radio airs nine minutes (or more) of commercials per hour.

Customize Your Approach

Our Corporate Support staff provides high quality, attentive service.

- We are an experienced team committed to understanding your needs first, then offering solutions to reach your goals.

- We provide recommendations based on solid research, demographic information and decades of experience.

- We help craft creative, effective spots and ads that communicate your marketing message within the public broadcasting framework and FCC guidelines.

Connect with the OPB Community

- Special event invitations – Meet your favorite public broadcasting personalities and network with other Business Partners.

- Partnership promotion – Promote your support of OPB at your place of business, in your organization’s materials, and link to OPB’s Web site. *Please request logos, specs, and window clings.

- Your company name on opb.org – Your company name will appear on opb.org/sponsorlist.

- Individual membership discounts – Encourage employees to become new OPB members at 20 percent off the regular rate.

- Lending library – Enjoy free borrowing privileges from our library of PBS “favorites.” You may access our entire list of available videos at opb.org/support/library.
Visitors come to opb.org seeking TV and radio schedules, the latest news, educational activities for children and more. Above all, well over 470,000 monthly visitors turn to the site for online information they can trust—and they’re more likely to do business with organizations that support OPB.¹

¹(Prepared with Tapscan, Scarborough R1 2016: Mar15-Feb16, A18+ Portland, OR Metro, Newspaper/TV/Cable websites visited in the past 30 days: opb.org)
Digital Sponsor Examples

Research cited: "Google Analytics, Jan 15 - Dec 15 Average, opb.org, 'Users'
OPB offers an array of high-quality, award-winning PBS and local programming on five stations throughout Oregon.

Loyal viewers tune in weekly for news, nature, science, history, drama, children’s shows and other enriching programming. Viewers are 38 percent more likely to watch shows that air on PBS with their full attention.¹

It’s no wonder that OPB TV far outpaces cable ratings with an average of more than 42,000 Portland metro-area viewers per primetime program.² Sponsor messages stand out because OPB includes significantly less non-programming minutes per hour, on average, than commercial and cable TV.³ PBS viewers are more likely to choose to buy a product or service from a PBS sponsor.¹

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### OPB’s TV Audience at a Glance

**Active, Educated and Influential**

- 93% are registered voters
- 40% are white collar workers
- 75% own their own home
- 76% have investments
- 43% have traveled abroad in the past two years
- 39% have a college degree or more

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(Prepared with Tapscan, Scarborough R1 2016: Mar15-Feb16, A18+ Portland, OR Metro, KOPB M-S 4a-2a)
Sponsor Options and Examples

TV Spots may contain:
Video    Animation    Still Images

10-second spot
“Pratt and Larson Tile and Stone, designing and producing classic and contemporary handmade ceramic tile. Factory and showroom in Southeast Portland. Pratt and Larson dot com.”

15-second spot
“Backyard Bird Shop. A local flock of shops offering products and advice to turn your backyard into a habitat for birds and other wildlife. Connecting people with nature for 22 years. Backyard Bird Shop dot com.”

30-second spot
“For Oregon business owners, improved employee productivity and morale, as well as workplace safety, can come from upgraded lighting. In the office, warehouse, or on the sales floor, upgraded lighting can also help businesses use less energy. Energy Trust of Oregon can connect you to contractors, resources and assistance. Information about contractors and how to make your business more energy efficient is at Energy Trust dot org slash my business.”

TV Coverage Map

stations
translators

Research cited: ’2015 PBS Sponsorship Study: Audience Attitudes and Behaviors Research Data; ’TRAC Media Services, Feb 2016, KOPB, M-Sun 8pm-11pm, Live +7, Portland, OR DMA, Adults 18+; ’Nielsen, October 2015.
As one of the most popular stations in the Portland metro-area, OPB Radio reaches more than 404,000 listeners each week on 25 stations and translators throughout Oregon and southern Washington. An influential audience turns to OPB for in-depth, thought-provoking and enjoyable programming. In fact, those who consider OPB to be their favorite station listen to OPB more than seven hours per week.

OPB spots are limited to 12 messages per hour—significantly less than on commercial radio—so they have more impact and are more likely to influence buying decisions. In fact, 65 percent of public radio listeners say they prefer to do business with public radio sponsors when price and quality are equal. Even a 10-second spot can convey a meaningful message in the low-key, straightforward manner appreciated by OPB’s highly educated, active audience.

**OPB’s Radio Audience at a Glance**

**Active, Educated and Influential**
- 82% are registered voters
- 46% are white collar workers
- 67% own their own home
- 73% have investments
- 56% have traveled abroad in the past two years
- 55% have a college degree or more

**Income**
- 0-25K: 9%
- 25-35K: 6%
- 35-50K: 14%
- 50-75K: 20%
- 75-100K: 17%
- 100K+: 17%

**Gender**
- Female: 48%
- Male: 52%

**Age**
- 18-34: 23%
- 35-44: 18%
- 45-54: 17%
- 55-64: 21%
- 65+: 21%
- 55-64: 21%
- 65+: 21%

**FEMALE**
- 48%
- **MALE**
- 52%

(Prepared with Tapscan, Scarborough R1 2016: Mar15-Feb16, A18+ Portland, OR Metro, KOPB-FM)

**Sponsor Examples (10 seconds each)**

“iBridge, helping Oregon companies organize and understand the information they have, to compete in the global economy. iBridge L-L-C dot com.”

Stretch your budget. Maximize your impact.

For a modest investment, your 10-second spot will reach KMHD listeners who appreciate organizations that support the jazz and blues they love. Over 124,700 loyal listeners tune in to KMHD each week. With an average income of $80,000 or more, the KMHD audience has money to spend and they choose/prefer to buy products from companies that sponsor KMHD.

KMHD’s Radio Audience at a Glance

- 87% are registered voters
- 35% are white collar workers
- 70% own their own home
- 74% have investments
- 52% have traveled abroad in the past two years
- 49% have a college degree or more

Gender
- Female 48%
- Male 52%

Age
- 18-34 9%
- 35-44 7%
- 45-54 18%
- 55-64 31%
- 65+ 35%

Income
- 0-25K 5%
- 25-35K 9%
- 35-50K 18%
- 50-75K 23%
- 75-100K 12%
- 100K+ 33%

(Prepared with Tapscan, Scarborough R1 2016: Mar15-Feb16, A18+ Portland, OR Metro, KMHD-FM)
Radio Coverage Map