

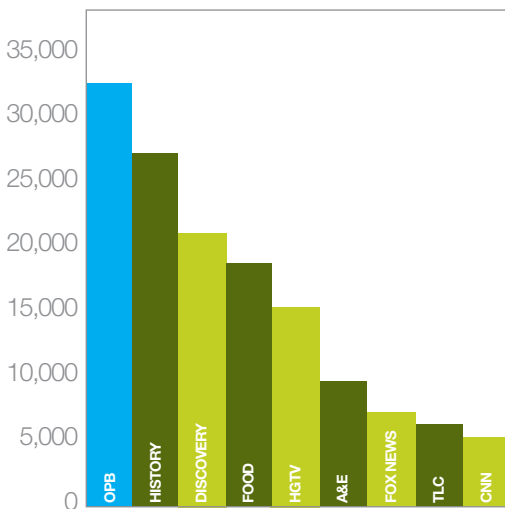


## OPB DELIVERS A BETTER MEDIA BUY

Only OPB offers a broad reach throughout Oregon and southwest Washington. OPB's suite of TV, radio and online sponsorship opportunities delivers your message to a large, highly desirable audience—an audience that is more likely to support you because you support OPB.

▶ **OPB TV** far outpaces cable ratings, with an average of more than 31,000 Portland metro-area viewers per primetime program. <sup>1</sup>

*OPB outpaces cable audiences*



▶ **OPB Radio** has more than 364,000 weekly listeners statewide.<sup>2</sup>

▶ **opb.org** ranks #3 among Portland metro-area media Web sites.<sup>3</sup>

## OPB DELIVERS: Results

- ▶ **“Our annual marketing plan always starts with a strong foundation – OPB – because it works.”** Jennifer and Jason Hannah, Dick Hannah Dealerships
- ▶ **“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

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## OPB DELIVERS: Engaged and Influential Audience

When you partner with OPB, your message reaches a curious, captive audience of influencers and opinion leaders.

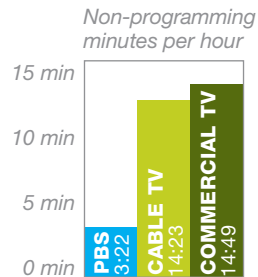
- ▶ Viewers say that we set standards for quality in TV and **watching is time well spent.**<sup>6</sup>
- ▶ Compared to the general public, **OPB Radio listeners are two times more likely to be opinion leaders.**<sup>7</sup>

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## OPB DELIVERS: Less Clutter, Clearer Message

OPB-sponsor messages stand out because there’s less visual and auditory “noise” relative to commercial media outlets.

- ▶ **OPB TV includes fewer non-programming minutes per primetime hour: 3:22 minutes** on average compared to 14:49 minutes on commercial TV and 14:23 on cable TV.<sup>8</sup>
- ▶ **OPB Radio dedicates no more than three minutes per hour to sponsorship spots,** while commercial radio airs eight to 15 minutes (or more) of commercials per hour.



## OPB DELIVERS: Increased Customer Loyalty

OPB's audience members are more likely to purchase products and services from companies that support public broadcasting than from those that don't.

- ▶ **49 percent of viewers would buy a product from a company that supports PBS,** all other things being equal.<sup>9</sup>
- ▶ **More than half of public radio listeners say they prefer to buy products from public radio sponsors.**<sup>10</sup>

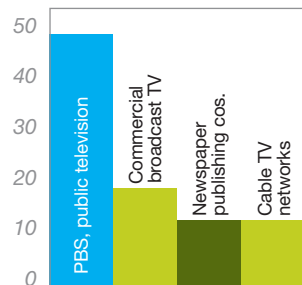
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## OPB DELIVERS: Enhanced Corporate Image

By partnering with OPB, you reinforce your organization's commitment to quality and excellence in the minds of the audience.

- ▶ **68 percent of viewers feel that sponsors are committed to quality and excellence, and 47 percent agree they are industry leaders.**<sup>11</sup>
- ▶ For the ninth consecutive year, **PBS was No. 1 in public trust—the nation's most trusted nationally known public institution.**<sup>14</sup>
- ▶ 60 percent of listeners hold a **more positive opinion** of sponsors that support public radio and 54 percent agree public radio is selective about companies that sponsor its programming.<sup>12</sup>
- ▶ **Americans believe PBS provides excellent value for tax dollars,** second only to military defense.<sup>13</sup>

*PBS is the most trusted*



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## OPB DELIVERS: Customized Service

High quality is reflected in all facets of OPB, and the service provided by our attentive corporate support staff is no exception.

- ▶ We seek to understand your business needs and marketing objectives first, then recommend solutions to reach your target market.
- ▶ We assist you in crafting creative, effective copy that communicates your marketing message within the public broadcasting framework and FCC guidelines.
- ▶ We back up our recommendations with solid research, demographics and experience.

## **OPB DELIVERS: Exclusive OPB Business Partner Benefits**

Individual employees and your company as a whole can take advantage of a wide range of partner benefits:

► **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](http://opb.org)**

Your company name will appear on [opb.org/support/partners/list](http://opb.org/support/partners/list).

► **Individual Membership Discount**

Encourage employees to become new OPB members at 20 percent off the regular rate.

► **Share Your News and Events**

Submit items for the "Business Partners News" and "Events" Web pages.

► **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](http://opb.org/support/library).

## OPB's TV Audience at a Glance

### ► Active, Educated and Influential

73% vote

33% are white collar workers

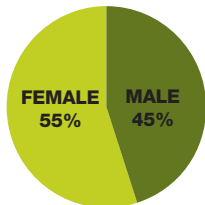
76% own their own home

18% have \$100,000+ in liquid assets

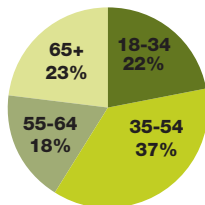
22% have traveled abroad in the past two years

34% have a single or advanced degree

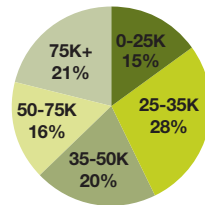
### ► Gender



### ► Age



### ► Income



(The Media Audit, Sept-Nov 2012, adults 18+, C10 KOPB PBS total)

**OPB offers a diverse 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. They believe that **PBS sets standards for quality in TV and that watching is time well spent.**<sup>1</sup>

It's no wonder that OPB TV far outpaces cable ratings with an average of more than **31,000 Portland metro-area viewers** per primetime program.<sup>2</sup> And sponsor messages stand out because OPB includes significantly less non-programming minutes per hour, on average, than commercial and cable TV.<sup>3</sup> **Forty-nine percent of PBS viewers claim they would buy a product from a company that supports PBS,** all other things being equal.<sup>4</sup>

## Sponsor Options and Examples

### Spots may contain:

- Video
- Animation
- Still Images

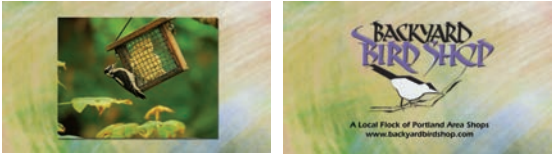
### 10-second spot

"SAIF Corporation, working side-by-side with customers to help make Oregon a safer state. Online at SAIF 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.”

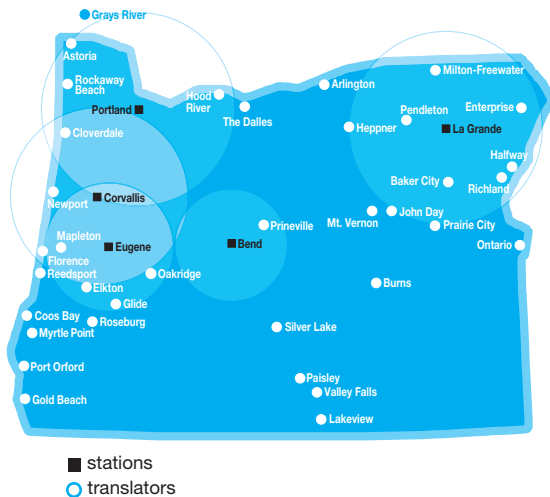


### 30-second spot

“You are the purpose of our work. The reason we run...the reason we serve...we will treat you with respect...like our family and friends. Because you have feelings and emotions. We are dependent on you...the lifeblood of our company. We will treat you like our business depends on it. Because it does.”



### TV Coverage Map



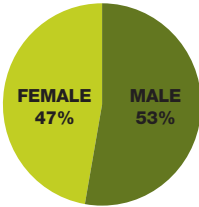
**Research cited:** <sup>1</sup>Feb 2010 Impact of Sponsorship & Commercialism, PBS/Public Television, PBS-commissioned Harris Interactive Study; <sup>2</sup>TRAC Media Services, January 2013, M-Sun, 8p-11p, OPB: KOPB, Portland, OR DMA, adults 18+; <sup>3</sup>TNS Media Intelligence, Nov 2008.

## OPB's Radio Audience at a Glance

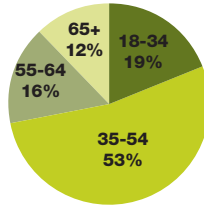
### ► Active, Educated and Influential

- 85% vote
- 58% are white collar workers
- 73% own their own home
- 28% have \$100,000+ in liquid assets
- 37% have traveled abroad in the past two years
- 66% have a single or advanced degree

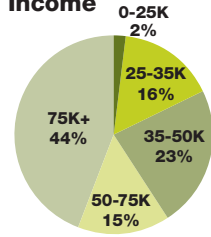
### ► Gender



### ► Age



### ► Income



*(The Media Audit, Sept-Nov 2012, adults 18+ KOPB-FM)*

**As one of the most popular stations in the Portland metro area,**<sup>5</sup> OPB Radio reaches more than 364,000 listeners each week on 25 stations and translators throughout Oregon and southwest Washington.<sup>6</sup> 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 over 10 hours per week.<sup>7</sup>

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, two-thirds of public radio listeners say they prefer to do business with public radio sponsors when price and quality are equal.<sup>8</sup> Even a 10-second spot can convey a meaningful message in the low-key, straightforward manner appreciated by OPB's highly educated, active audience.

### Sponsor Examples (10 seconds each)

“Martinelli’s, in the traditional champagne bottle, has the sparkle of champagne, but without the alcohol. Martinelli’s. Since 1868.”

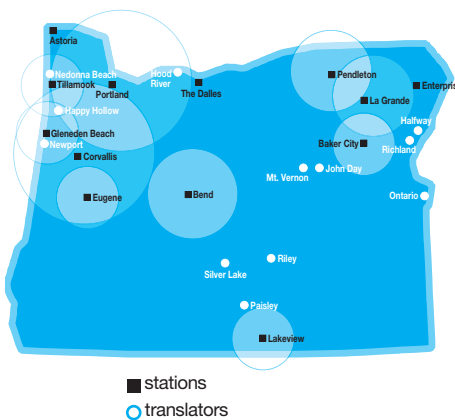
“Entek International. Global producers of microporous membrane materials. Entek ... developing lithium-battery membranes for next-generation hybrid electric cars.”

“Terwilliger Plaza. A continuing care retirement community for inquiring minds. Lectures, classes, theater groups, wine tastings, and more. Terwilliger Plaza dot com.”

# Radio Schedule FM & AM Stations

|        | MONDAY-FRIDAY   | SATURDAY                                     | SUNDAY                             |      |
|--------|---|--|------------------------------------|------|
| mid.   | BBC World Service   | BBC World Service                            | BBC World Service                  | mid. |
| 3am    | Morning Edition   |  | New Dimensions                     | 3am  |
|        |   | Weekend Edition                              | BBC World Service                  | 4am  |
| 9am    | Here & Now  |  | Weekend Edition                    | 5am  |
| 10am   | The Takeaway  | Car Talk                                     | This American Life                 | 10am |
| 11am   | Talk of the Nation  | Wait Wait ... Don't Tell Me!                 | Car Talk                           | 11am |
| 12pm   | Think Out Loud  | Radio Lab                                    | A Prairie Home Companion           | noon |
| 1pm    | BBC Newshour  | This American Life                           |                                    |      |
| 2pm    | Q with Jian Ghomeshi  | OPB MIX                                      | Wait, Wait...Don't Tell Me         | 2pm  |
| 3pm    | The World   | A Prairie Home Companion                     | Splendid Table                     | 3pm  |
| 4pm    | All Things Considered   |  | Marketplace Money                  | 4pm  |
|        |   | All Things Considered                        | All Things Considered              | 5pm  |
|        |   | On The Media                                 | America's Test Kitchen             | 6pm  |
| 6:30pm | Marketplace   |  |                                    |      |
| 7pm    | Fresh Air FRIDAY: City Club of Portland   | The Moth Radio Hour/<br>Back Fence PDX Radio | Travels with Rick Steves           | 7pm  |
| 8pm    | MONDAY: TED Radio Hour<br>TUESDAY: OPB MIX<br>WEDNESDAY: OPB MIX<br>THURSDAY: Philosophy Talk<br>FRIDAY: Moyers & Company | Snap Judgement                               | On Being                           | 8pm  |
| 9pm    | Think Out Loud (REBROADCAST)  | Live Wire! Radio                             | Portland Arts & Lectures<br>Series | 9pm  |
| 10pm   | Tell Me More  | Sound Opinions                               | Fresh Air Weekend                  | 10pm |
| 11pm   | BBC World Service   | BBC World Service                            | BBC World Service                  | 11pm |

## Radio Coverage Map



**Research cited:** <sup>5</sup> PPM Analysis Tool, Portland, OR Metro, AQH Persons, P6+, M-Sun, 6a-12a, Oct/Nov/Dec 2012 ©2013 Arbitron, Inc. May not be copied or reproduced without the prior written permission of Arbitron; <sup>6</sup> Prepared by RRC, U.S. Total, P12+, M-Sun, 6a-12a, Spring 2012, Weekly Cume, KETP-FM/KHRV-FM/KOAB-FM/KOAC-AM/KOBK-FM/KOGL-FM/KOPB-AM/KOPB-FM/KOPB Stream/KOTD-FM/KRBM-FM/KOAC-FM/KTMK-FM/KTVR-FM ©2013 Arbitron, Inc. May not be quoted or reproduced without the prior written permission of Arbitron; <sup>7</sup> Audi Graphics, Winter/Spring 2009; <sup>8</sup> NPR & Knowledge Networks; 2010 Halo effect Study.



## OPB's Online Audience at a Glance

### ► Active, Educated and Influential

83% vote

54% are white collar workers

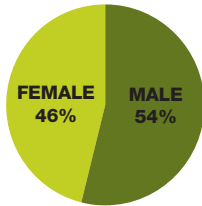
79% own their own home

30% have \$100,000+ in liquid assets

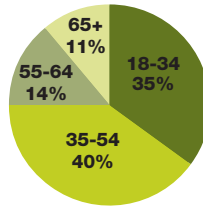
26% have traveled abroad in the past two years

58% have a single or advanced degree

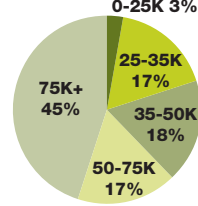
### ► Gender



### ► Age



### ► Income



*(The Media Audit, Sept-Nov 2012, adults 18+ opb.org)*

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Of all Portland media Web sites, opb.org ranks number three,<sup>9</sup> with 22 percent of Portland metro-area adults visiting opb.org at least once a month. Visitors come to opb.org seeking TV and radio schedules, the latest news, educational activities for children and more. Above all, well over 400,000 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.

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## Sponsor Options

- 300 x 250 pixels linked ad on the home page above the fold
- 180 x 150 pixels linked ad rotating throughout the site or on the News page
- Stream sponsor  
180 x 150 pixels linked ad in opb.org pop-up player.  
:10 audio leader in stream

*See back for online ad examples.*

- link at [opb.org/sponsorlist](http://opb.org/sponsorlist)

# Sponsor Examples

The screenshot shows the OPB website homepage with the following elements:

- Header:** OPB logo, navigation menu (HOME, TV, RADIO, NEWS, ARTS & LIFE, EARTHFIX, MUSIC, KIDS & FAMILY), search bar, and a 'contribute now' button.
- Main Content:**
  - Arts & Life Feature:** Nicole Georges 'Calling Dr. Laura' graphic memoir.
  - Editor's Picks:** 'Turning It Down: Cities Combat Light Pollution By Going Dim', 'For Ireland's First Female President, 'Everybody Matters'', 'Robyn Hitchcock: 'Rock 'N' Roll Is An Old Man's Game Now''.
  - Energy Trust ad:** 'Click now to start saving on energy costs today.' (300 x 250 ad)
  - News Grid:** 'A Kenyan Teen's Discovery: Let There Be Lights To Save Lions', 'Cody ChesnuTT Throws 'Chips Down': For ephemeris & KMHDD @ 8PM', 'Teaching 2.0: Is Tech In The Classroom Worth The Cost?', 'Time Rules In Jamaica Kincaid's New Novel, 'See Now Then''.
  - Environment Section:** 'Voices of Coal: An EarthFix Multimedia Special'.
- Left Column (News):** 'Mount Hood Ski Patrol Looking For Fresh Recruits', 'Retirement Home Defends Nurses Refusal To Administer CPR', 'Obama Announces His Picks For EPA, Other Cabinet Posts', 'Scientists Report First Cure Of HIV In A Child, Say It's A Game-Changer', 'President Obama To Nominate New EPA, Budget And Energy Heads', 'Palestinians Still Feel The Squeeze Of The Restrictions On Gaza', 'Lock-Picking Class Is Popular In Oakland', 'Sequestration Cuts Will Build Slowly', 'Winery To Experiment With 'Drunk Treasure'', 'Cardinals At Odds Over When To Begin Choosing Next Pope', 'Ethnic Violence Haunts Kenya's Presidential Election'.
- Right Column (Arts & Life):** 'Studio Session: Ann', 'Mike White On Creating HBO's ' Enlightened ' Whistle-Blower', 'Selling Kids On Veggies When Rules Like 'Clean Your Plate' Fail', 'How To Produce A Billion Flowers On The Very Same Day', 'Are Romantic Comedies Dead?', 'Film Hoists 'Hava Nagila' Up Onto A Chair, In Celebration Of Song And Dance'.
- Bottom Right:** 'Celebration of Syrah' event poster and a 'Rotary for You?' ad (180 x 150 ad).

300 x 250 ad

180 x 150 ad

The screenshot shows an OPB Radio player interface with the following elements:

- Player Controls:** OPB Radio logo, play/pause button, and a 'Support message...' button.
- Links:** 'iTunes & other common players (PLS)', 'Windows Media Player (M3U)', and 'All streaming audio options'.
- Advertisement:** 'Go green' ad for 'NEW SEASONS' featuring a green background with the text 'Go green' and 'NEW SEASONS'.

Listen Live pop-up window  
180 x 150 ad



# SPONSOR KMHD

Community-supported radio station KMHD

has been a staple of the Portland jazz scene for the last 25 years, showcasing the best of jazz and blues.

Licensed to Mt. Hood Community College in Gresham and operated by Oregon Public Broadcasting, KMHD champions jazz performances and education to ensure that this uniquely American art form continues to thrive in our region.

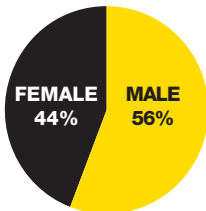
## Stretch your budget. Maximize your impact.

For a modest investment, your 10-second spot will reach KMHD listeners who appreciate organizations that support the jazz and blues they love. Over 105,000 loyal listeners tune in to KMHD each week.<sup>1</sup> With a combined income of more than \$3.4 billion,<sup>2</sup> the KMHD audience has money to spend and they choose/prefer to buy products from companies that sponsor KMHD.<sup>3</sup>

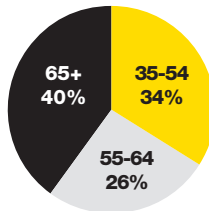
### KMHD's Radio Audience at a Glance

- 75% vote
- 40% are white collar workers
- 69% own their own home
- 44% have \$100,000+ in liquid assets
- 39% have traveled abroad in the past two years
- 74% have a single or advanced degree

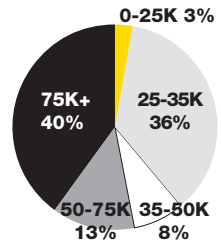
#### ► Gender



#### ► Age

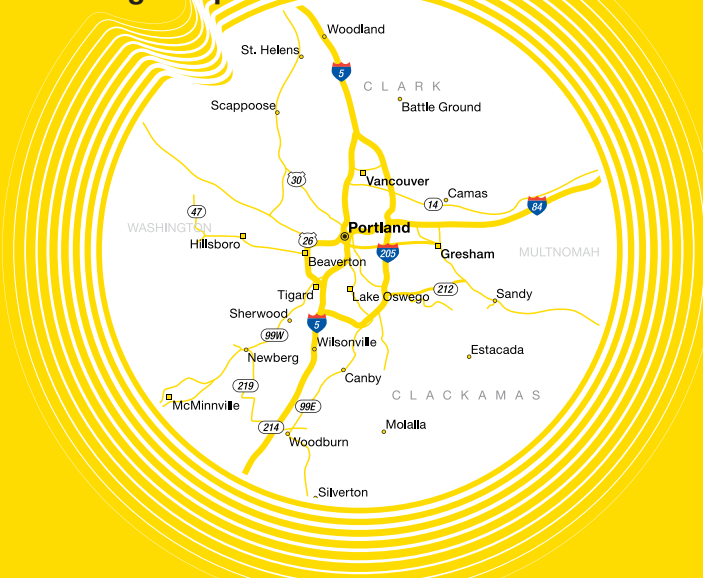


#### ► Income



(The Media Audit, Sept-Nov 2012, adults 18+, KMHD-FM)

# Radio Coverage Map



# Online Sponsor Examples

← 120 x 240 ad

← 120 x 120 ad

← 120 x 120 ad

**Research cited:** <sup>1</sup>PPM Analysis Tool, Portland, OR, M-Sun 6am-12am, Weekly Cume Oct/Nov/Dec 2012, Persons 6+ © 2013 Arbitron, Inc. May not be copied or reproduced without the prior written permission of Arbitron; <sup>2</sup> The Media Audit Sept-Nov 2012, Adults 18+, KMHD-FM, Portland, OR <sup>3</sup>NPR and Knowledge Networks; 2010 Halo Effect Study.