



# PREROLL SPONSORSHIP PACKAGES GUIDE

Targeted placement of your audio and video messages to reach a more precise audience. Get your sponsorship message out in a cost-effective way while simultaneously building brand loyalty.

## NEWS

An outstanding opportunity to capture a diverse, loyal, discriminating, and growing audience that tunes in regularly.

Package Includes:

- 89.5 WHRV FM 24/7 Live Stream

## MUSIC

Reach educated and affluent listeners who value creativity and cutting edge alternative music and jazz.

Package Includes:

- AltRadio Live Stream
- *Out of the Box* and *CD of the Week* with Paul Shugrue Programs

## TV

Grab the attention of viewers who are engaged in the world around them and concerned about their communities.

Package Includes:

- Watch section of the Media Player
- TV section of WHRO.org

The Media Player presents all of WHRO’s locally-produced content, as well as quality programming from PBS, NPR, and American Public Media.

WHRO.org has audio and video content dispersed throughout its pages.

Prerolls play whenever an audio or video player is activated.

## Requirements

### Video

- H.264 / MP4
- 640 x 480
- 10MB max
- 30 FPS
- 15 seconds max

### Audio

- MP3 or WAV
- Less than 1MB
- 15 seconds max

“WHRO not only provides great tools to reach our audiences, they are an invaluable partner for our organization.”

- The Mariners’ Museum and Park

## OUR AUDIENCE IS YOUR AUDIENCE

WHRV FM  
**269,568**  
page views per year

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Out of the Box  
**48,014**  
page views per year

Watch/On-Demand  
**103,534**  
page views per year

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AltRadio  
**9,999**  
page views per year

### Age

65+	21%
55-64	21%
45-54	18%
25-34	17%
35-44	16.5%
18-24	6.5%

### Gender

Female	57%
Male	43%

## Top 10 Interests

### Food & Dining

Cooking Enthusiasts  
30 Minute Chefs

### News & Politics

Avid News Readers

### Shoppers

Value Shoppers

### Banking & Finance

Avid Investors

### Media & Entertainment

Book Lovers  
Movie Lovers

### Lifestyle & Hobbies

Art & Theater Aficionados  
Green Living Enthusiasts  
Pet Lovers

### Travel

Travel Buffs

## Discover the Benefits of Corporate Sponsorship

Contact Diane Rogic  
Director, Corporate Support  
Diane.Rogic@whro.org  
757.724.4423

Visit [whro.org/cs](http://whro.org/cs)

WHRO Public Media  
5200 Hampton Boulevard  
Norfolk, VA 23508

