

Listeners and viewers value and appreciate public broadcasting as a positive presence in their lives. Their favorable feeling toward public media extends to funders who help make this programming possible.

WHRO's Media Player shows an appropriately-sized and positioned banner depending on the user's screen resolution. We recommend providing a creative for each size to maximize audience reach.

"Of all the media we have used: cable TV, commercial radio, local TV, newspaper...by far the most positive reaction we get is from being heard as a sponsor of WHRO."

- Berret's Restaurant

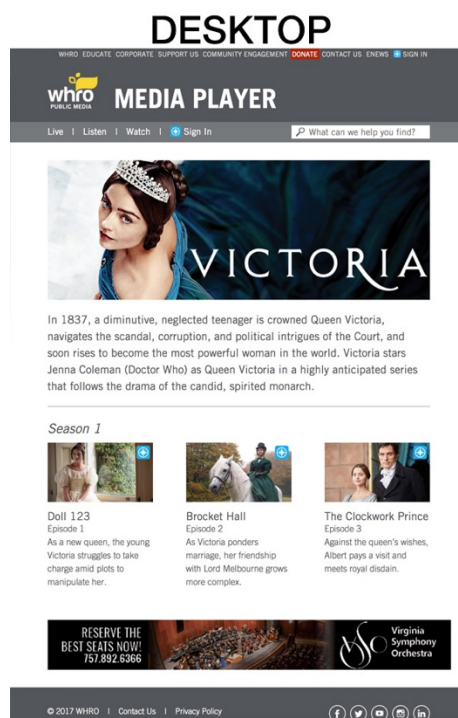
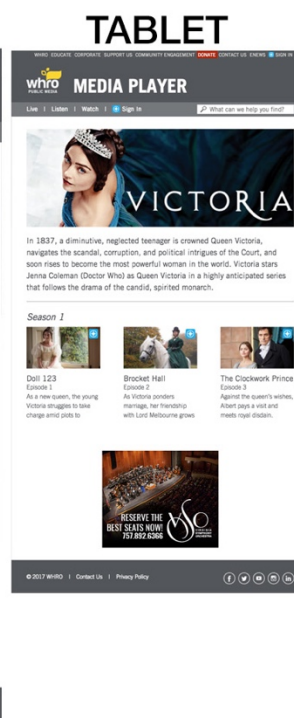
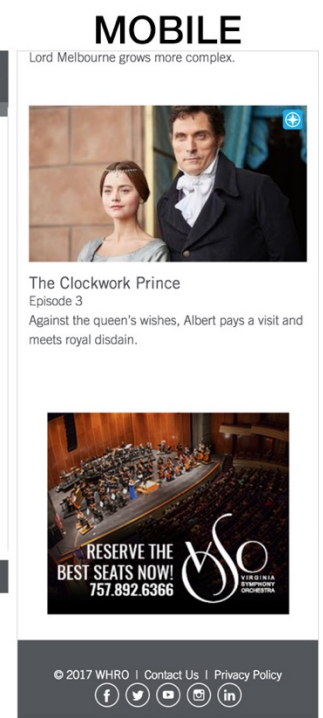
Requirements

- Recommend creatives for both sizes: 300x250 medium rectangle
160x600 wide skyscraper
468x60 full banner
234x60 half banner
- JPG, JPEG, GIF, PNG
- Less than 50kB
- Animations should last no more than 15 seconds and loop no more than 3 times

On-Demand Viewing

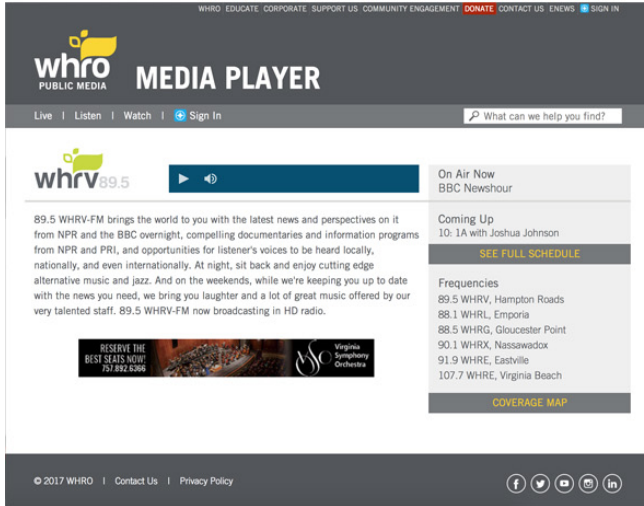
In the minds of our viewers and listeners, public broadcasting is strongly associated with quality, excellence and respect.

As a sponsor, these are qualities that the audience associates with you!

Live Streams

DESKTOP



TABLET



MOBILE

We're keeping you up to date with the news you need, we bring you laughter and a lot of great music offered by our very talented staff. 89.5 WHRV-FM now broadcasting in HD radio.



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“Our corporate sponsorship efforts at WHRO have been the best media investment we have made. Not only do we feel we are supporting the efforts of a worthwhile organization, but frequently we will hear from customers and business associates that they heard our support messages on radio, or saw them on TV, and they thank us for our support of WHRO.

- Bay Diesel & Generator

Becoming a Corporate Sponsor is Easy

The guidelines for corporate messages on WHRO's public broadcasting stations leave ample room for creativity and stylishness. Many companies run their existing spots on our air. Others find that a small change in voiceover is all it takes to fit the non-promotional environment of Public Broadcasting.



OUR AUDIENCE IS YOUR AUDIENCE

WHRO Media Player

1,131,288
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

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Visit whro.org/cs

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