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

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**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!
“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 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

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1,131,288 page views per year

<table>
<thead>
<tr>
<th>Age</th>
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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

WHRO Public Media
5200 Hampton Boulevard
Norfolk, VA 23508