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 all sizes: 300x250 medium rectangle, 728x90 leaderboard, 468x60 full-banner, 234x60 half-banner.
- JPG, JPEG, GIF, PNG
- Less than 50kB each
- 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!
Becoming a Corporate Sponsor is Easy

The guidelines for corporate messages on WHRO’s public broadcasting stations leave ample room for creativity and style. 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.

Discover the benefits of corporate sponsorship

― Bay Diesel & Generator

“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