



WHRO VIDEO PREROLLS SPONSORSHIP GUIDE

Educated. Affluent. Active. These are just a few of the many unique attributes of the PBS TV audience. PBS viewers are engaged in the world around them. They vote, they are concerned about issues, and they are members of organizations and clubs. PBS viewers are very involved in their communities.

The Media Player presents all of WHRO’s locally-produced content, as well as quality programming from PBS: *Masterpiece*, *NOVA*, *Frontline*, *PBS Newshour*, and *Great Performances* to name a few.

WHRO.org offers video content dispersed throughout its pages.

Prerolls play whenever a video player is activated.

Requirements

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

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whro PUBLIC MEDIA **MEDIA PLAYER**

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VS VIRGINIA SYMPHONY ORCHESTRA

A Chef's Life
Two-Mato
24m 34s

Vivian's plate is full of everything. Except tomatoes. As Chef & the Farmer turns 10 years old, Vivian embarks on a fruitless search for the season's first ripe tomatoes to serve at the restaurant's birthday party. For the celebration that brings back familiar faces and dishes, she concocts a menu that represents a decade of professional growth, and then seeks the wisdom of Mrs. Mary and Ms. Lilli

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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



OUR AUDIENCE IS YOUR AUDIENCE

Watch/On-Demand

103,534
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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