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

“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

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<thead>
<tr>
<th>Watch/On-Demand</th>
<th>Age</th>
<th>Gender</th>
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<td>103,534</td>
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<td>18-24</td>
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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