

CONNECT WITH
**Millions of
GPB Fans**
in Atlanta
and Georgia



For over 60 years, GPB has delivered trusted and inspiring PBS, NPR, and original programs, captivating fans across the street and across the state.

A monthly audience of

3M+

Monthly Audience is the sum of each GPB platform's audience.
Radio listeners: Nielsen National Regional Database, GPB 19-station network, fall 2020-spring 2021, M-Su 6a-12m, A18+
TV viewers: Nielsen, Jan 2021-Jan 2022, M-Su 6a-12m, A18+
Website Visitors, GPB Sports App Users: Google Analytics, Feb 2021-Jan 2022
Newsletter subscribers: Mailchimp, Sep 2022
Audio Streamers: StreamGuys, Feb 2021-Jan 2022
Video Streamers: Livestream Analytics, Feb 2021-Jan 2022
Podcast Downloaders: GPB Data Analytics, Jan-Dec 2021
Magazine: GPB Donors





3 out of 4 listeners say

TRUST

is the main reason they
listen to public radio



Sources: Public Radio - Jacobs Media, Public Radio Tech Survey 2021.
PBS - Marketing & Research Resources, Inc. (M&RR), Jan 2022



Viewers name PBS

MOST TRUSTED

institution, 19 years running

SPONSORSHIP HELPS BRANDS
BUILD TRUST

GPB Radio

19 NPR STATIONS STATEWIDE

586,000 MONTHLY UNIQUE LISTENERS ¹

GPB RADIO DELIVERS A BROAD AND VITAL MIX

- News, information, and entertainment from NPR
- Global, national, and local stories
- Content ranges from breaking news to current issues to pop culture
- Classical music

LOCAL INDEPENDENT JOURNALISM

- Award-winning GPB News team
- *Political Rewind* with Bill Nigut breaks down the dynamic and complex political issues, in respectful and civil conversations with decision makers

Sources:

1-Nielsen National Regional Database, GPB 19-station network, fall 2020-spring 2021, M-Su 6a-12m, A18+

2-Nielsen PPM, Atlanta Metro, Aug 2021-Aug 2022, M-Su 6a-7p, A18+



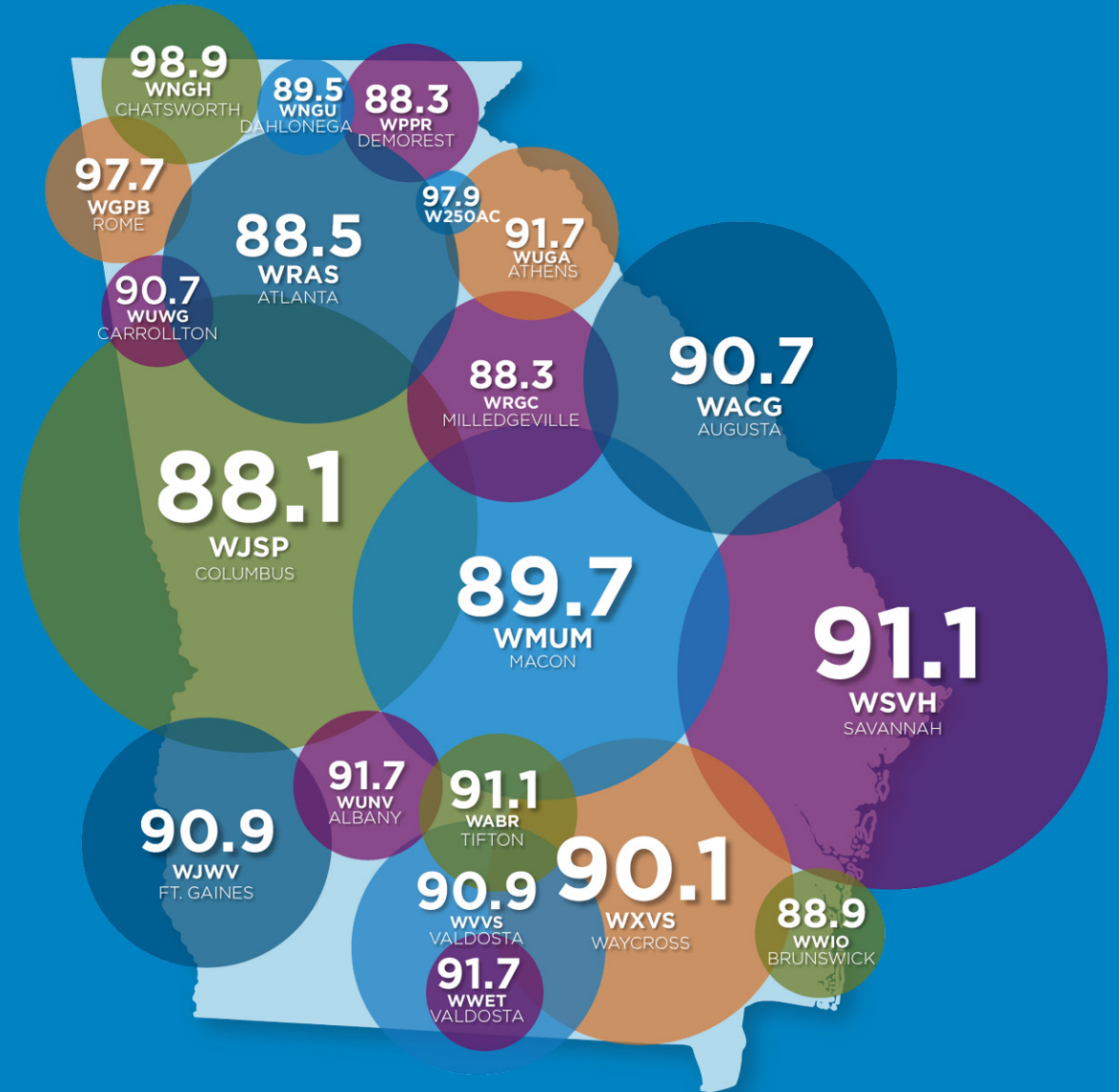
60%

of GPB Atlanta 88.5 FM
listeners do not listen to
NPR station WABE 90.1 News ²

TOTAL RADIO COVERAGE

19 Station Network

Albany / Pelham 91.7 FM, WUNV
Athens 91.7 FM & 97.9 FM, WUGA
Atlanta 88.5 FM, WRAS
Augusta 90.7 FM, WACG
Brunswick / St. Marys 88.9 FM, WWIO
Carrollton 90.7 FM, WUWG
Chatsworth / Dalton 98.9 FM, WNGH
Columbus / Warm Springs 88.1 FM, WJSP
Dahlonega 89.5 FM, WNGU
Demorest / Hartwell 88.3 FM, WPPR
Folkston 91.3 FM, WATY
Ft. Gaines / Bainbridge 90.9 FM, WJWV
Macon 89.7 FM, WMUM
Milledgeville 88.3 FM, WRGC
Rome 97.7 FM, WGPB
Savannah 91.1 FM, WSVH
Tifton 91.1 FM, WABR
Valdosta 90.9 FM, WVVS; 91.7 FM, WWET
Waycross 90.1 FM, WXVS



GPB TV

9 PBS® STATIONS STATEWIDE
1.2M MONTHLY UNIQUE VIEWERS

LARGEST STAGE

Visual and performing arts, from the contemporary to the classics

LARGEST CLASSROOM

Mental flex for Georgians of all ages

- 81% of Americans named **PBS KIDS** the **most educational media brand**

WINDOW TO THE WORLD

Georgians discover new people, animals, places, and perspectives

- PBS is the **most trusted news source** for news and public affairs programs



Consistently Awarded
**STATION OF
EXCELLENCE**
by the Southeast chapter
of the National Academy of
Television Arts & Sciences

TOTAL TV COVERAGE

9 Station Network

Atlanta / Athens WGTV

Augusta WCES

Chatsworth WNGH

Columbus WACS

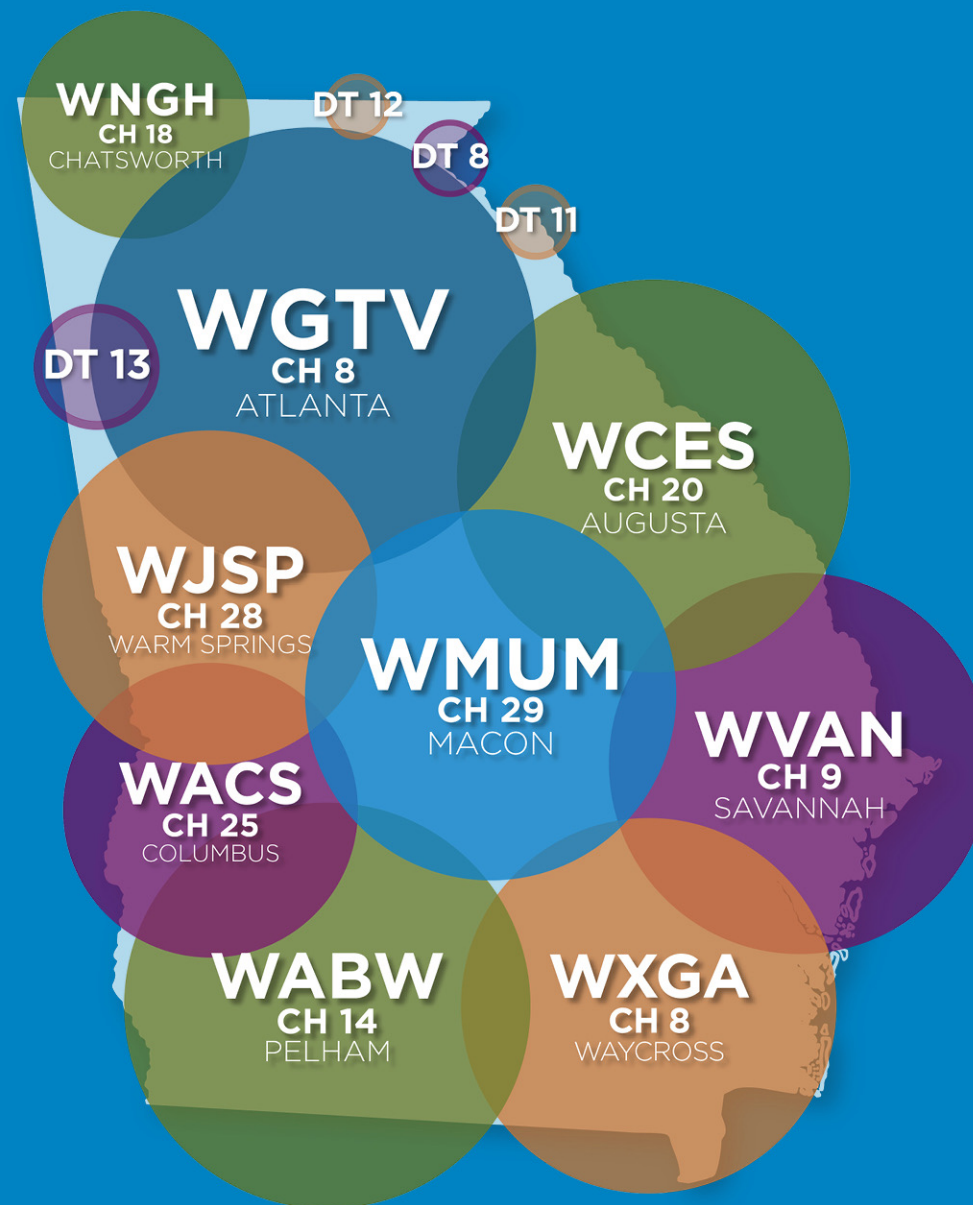
Macon WMUM

Pelham WABW

Savannah WVAN

Warm Springs WJSP

Waycross WXGA



Engage Your Audience Targets With PBS Program Genres

Arts & Culture

Drama

News & Public Affairs

Science & Nature

History

How-to

GPB Kids

— PBS —
TV NETWORK
BRAND OF THE YEAR
Harris Poll EquiTrend 2021

Source: 2021 Harris Poll EquiTrend Study; Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors — Familiarity, Quality and Purchase Consideration — that result in a brand equity rating for each brand.

Photo Credits: *AUTUMNWATCH NEW ENGLAND* Sam at cranberry bog courtesy of PBS/BBC; Yamiche Alcindor, moderator of *Washington Week*, courtesy of Scott Suchman; *GREAT PERFORMANCES* Josh Groban and Denée Benton courtesy of Thomas Falcone; *Tutankhamun Allies & Enemies* Tutankhamun Mask courtesy of Saura Films; *MAGPIE MURDERS* Susan Ryeland and Atticus Lesley Pünd courtesy of (C) Eleventh Hour Films Photographer, Nick Wall



GPB KIDS

PREPARING CHILDREN FOR SUCCESS IN SCHOOL AND IN LIFE

Always a valuable educational resource, PBS KIDS helps kids, parents, and educators make progress, wherever the classroom is.

GPB KIDS provides educational media around the clock

- 60 hours per week of kids programming
- 24/7 on live stream and the GPB PBS KIDS channel

GPB Education provides teachers and students free access to 250,000 digital-learning resources across all subject areas, including the GPB-produced Georgia Studies Digital Collection, which tells the story of Georgia's history, culture, and geography.

Source: Marketing & Research Resources Inc. Jan 2022

Photo courtesy of *Daniel Tiger's Neighborhood* © 2012 The Fred Rogers Company



— Parents on PBS KIDS —

**84% HELPS
PREPARE CHILDREN**
for success in school

**82% MOST TRUSTED
AND SAFE**
source for children to watch television and
play digital games and mobile apps



Your Home for High School Sports

- Broadcasting GHSA Championships since 1997 — 25 years
- Exclusive home for Football, Flag Football, Cheerleading, and Basketball State Championships
- Committed to our state, local communities and high school sports programs



This Is GPB Sports

ACADEMIC YEAR PROGRAMMING	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Countdown to Kickoff	16 SHOWS									
Recruiting / Football Pregame Show	16 SHOWS									
Football Fridays Regular Season Games	12 SHOWS									
Flag Football Regular Season Games			7 GAMES							
GHSA Football Playoffs				4 GAMES						
GHSA Football Championships					8 GAMES					
GHSA Flag Football Championships					3 GAMES					
Tailgate Party Show					5 SHOWS					
Football Postgame Show	16 SHOWS									
National Signing Day Show					1 SHOW		1 SHOW			
GHSA Cheerleading Championships				2 DAYS						
Cheerleading TV Special				1 SHOW						
GHSA Basketball State Championships								16 GAMES		
GPB Sports Podcast	MONTHLY									
GPB Next Magazine	MONTHLY									

Dedicated to Service — Devoted to Georgia

Georgia Outdoors | TV series

Through spectacular photography and narrative storytelling, the series showcases the state's natural beauty and the interplay between natural forces and human interests.

A Fork in the Road | TV series

The accounts of Georgia's farmers, retailers, artisans, chefs, and businesspeople show an honest and realistic picture of how food and agricultural products are grown and made in the Peach State.

Your Fantastic Mind | TV series

This show digs deep into transformative, life-changing science, showing how to be healthier and happier, prevent disease, and live longer.

GPB Original TV Documentaries like the Georgia Greats and *Hometown Georgia* series celebrate the people and places that characterize Georgia.

Georgia Today | Newsletter

To counter the deficit of local journalism, this newsletter provides in-depth coverage of news throughout the state, along with a *Georgia Today Politics* newsletter devoted to political coverage.

Events | Virtually and in-person, GPB engages community conversations, ranging from health and safety forums to talks with authors and public media journalists, to film screenings and panels.



A sampling of
**DISTINCTIVE, RELEVANT, AND
ESSENTIAL CONTENT**
that reflects the spirit and
diversity of Georgia

Thinkers and Doers Spread Your Message

	% MORE LIKELY ¹	
	GPB RADIO	GPB TV
LIFELONG LEARNERS Have a post-graduate degree	146%	20%
AFFLUENT PROFESSIONALS Have a household net worth of \$2M+	35%	15%
CULTURAL ENTHUSIASTS Contribute to an arts / cultural organization	181%	72%
COMMUNITY BOOSTERS Donate to social causes	78%	51%

Sources: 1-Nielsen, Atlanta Metro, Scarborough R1 2022 Feb 2021-Feb 2022, A18+. 2-MRI-Simmons Doublebase 2021 and 2020 Doublebase GfK MRI, Base: Total U.S. Adults, NPR News Listeners, PBS Viewers, MRI defines an Influential as one who participates in three or more public activities that demonstrate uncommon engagement with their community



MORE LIKELY TO BE

INFLUENTIAL

BASED ON PUBLIC ENGAGEMENT AND ADVOCACY FOR CAUSES

- NPR listeners are 259% more likely ²
- PBS viewers are 46% more likely ²

BASED ON BUSINESS PURCHASING DECISIONS

- GPB Radio listeners are 32% more likely ¹

Stand Out With GPB

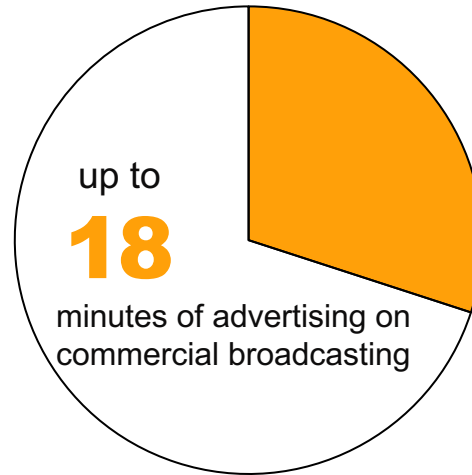
CLUTTER FREE

Audiences pay attention throughout short sponsorship breaks.
Concise, hype-free sponsorship messages win appreciation.

IN A TYPICAL HOUR



vs.



Public Media Sponsorship Is Cause Marketing

YOUR SUPPORT OF NONPROFIT GPB SHOWS CORPORATE SOCIAL RESPONSIBILITY.

Your organization will gain a positive response from the public media audience.

NPR LISTENERS

74% more positive
opinion of
sponsors

72% prefer to
purchase from
sponsors

PBS VIEWERS

61% sponsors messages are
different and better
than other advertising

58% sponsors have a
commitment
to **quality and
excellence**

Sources: Kantar, NPR State of Sponsorship Survey, March 2022. PBS 2019 Commercialism Study, City Square Associates



Multiplatform Marketing Deepens Connections

RADIO	586K	Monthly Unique Listeners Statewide ¹	:15 On-air messages
TELEVISION	1.2M	Monthly Unique Viewers Statewide ²	:15 or :30 On-air messages
WEBSITE	705K	Monthly Unique Visitors ³	Display banners on GPB.org
NEWSLETTERS	357K	Subscribers ⁴	<ul style="list-style-type: none"> • Display banners • Sponsored content • 25% Newsletter open rate
24/7 LIVE STREAMING	114K 11K	Monthly Unique Audio Streamers ⁵ Monthly Unique TV Streamers ⁶	<ul style="list-style-type: none"> • :15 Audio pre-roll messages at the stream beginning • Display banner synchronized with the audio
PODCASTS	71K	Monthly Unique Downloaders ⁷	:15 Audio pre-roll and mid-roll messages
MAGAZINE	70K	GPB Next Subscribers	Sponsored content, full page and half page color ads
APPS	10K	Monthly Unique GPB Sports App Users ⁸	<ul style="list-style-type: none"> • Display banners in the GPB Sports app • :15 Audio pre-roll messages and synchronized display banner in the mobile listening apps

Across platforms,
GPB engages a
TOTAL
MONTHLY
AUDIENCE OF
3M+

Sources: 1-Nielsen National Regional Database, GPB 19-station network, fall 2020-spring 2021, M-Su 6a-12m, A18+
2-Nielsen, Jan 2021-Jan 2022, M-Su 6a-12m, A18+
3-Google Analytics, Feb 2021-Jan 2022
4-Mailchimp, Sep 2022
5-StreamGuys, Feb 2021-Jan 2022
6-Livestream Analytics, Feb 2021-Jan 2022
7-GPB Data Analytics, Jan-Dec 2021
8-Google Analytics, Dec 2021-Nov 2022

Monthly Audience is the sum of each platform's audience: broadcast listeners and viewers, streamers, website visitors, podcast downloaders, newsletter subscribers, magazine subscribers, app users.

GPB.org Website Banner Ads

**ASSOCIATE YOUR BUSINESS WITH CREDIBLE CONTENT
IN A BRAND SAFE ENVIRONMENT**

970x50 EXPANDING AD

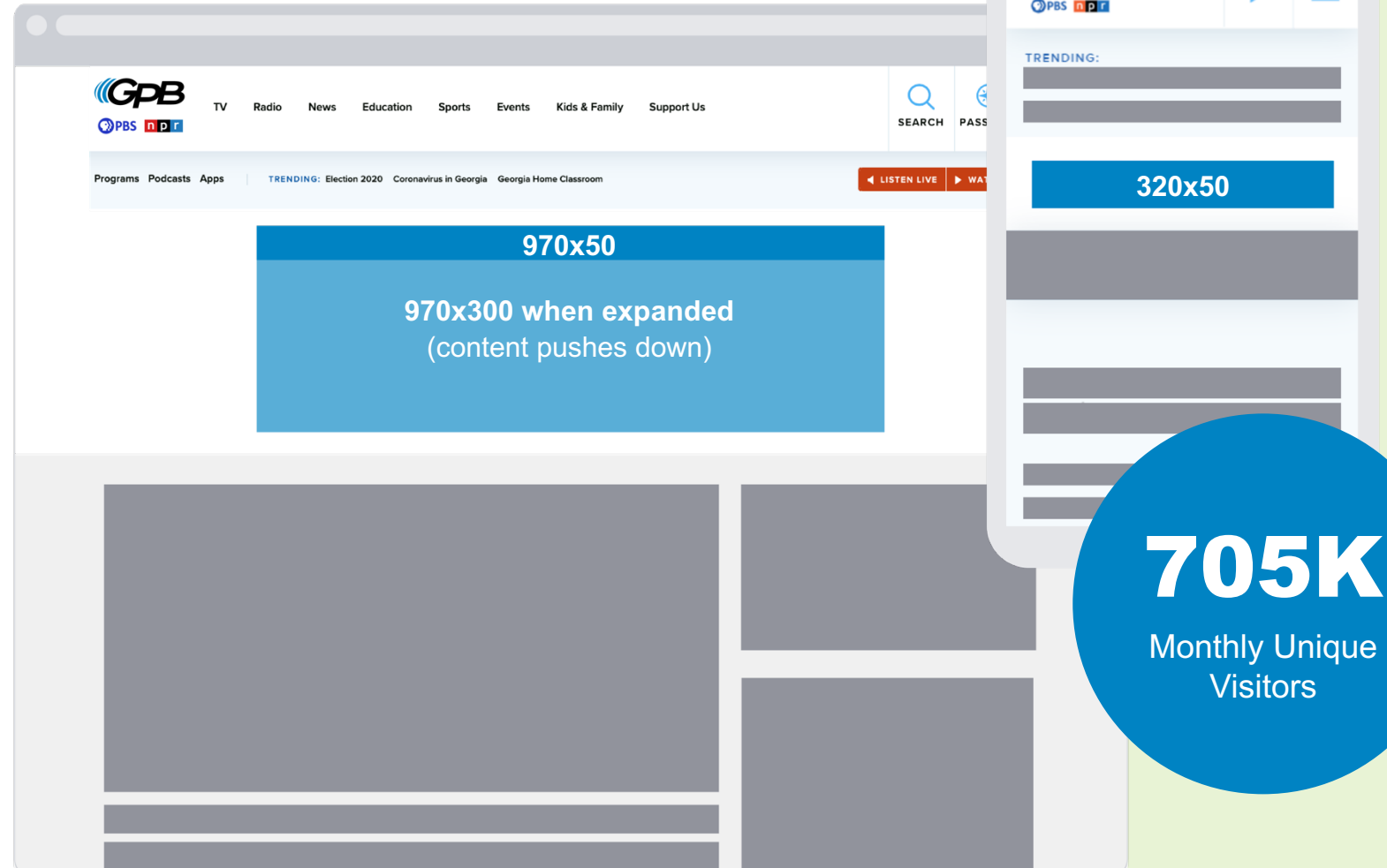
Top center, above the fold, expands
to 970x300

300x250 AND 728x90 BANNER ADS

Multiple placements per page

320x50 SMARTPHONE BANNER AD

Top center, above the fold



GPB.org In-banner Video Ads

IN-BANNER VIDEO ENHANCES EYE-CATCHING CREATIVITY AND INTERACTIVITY

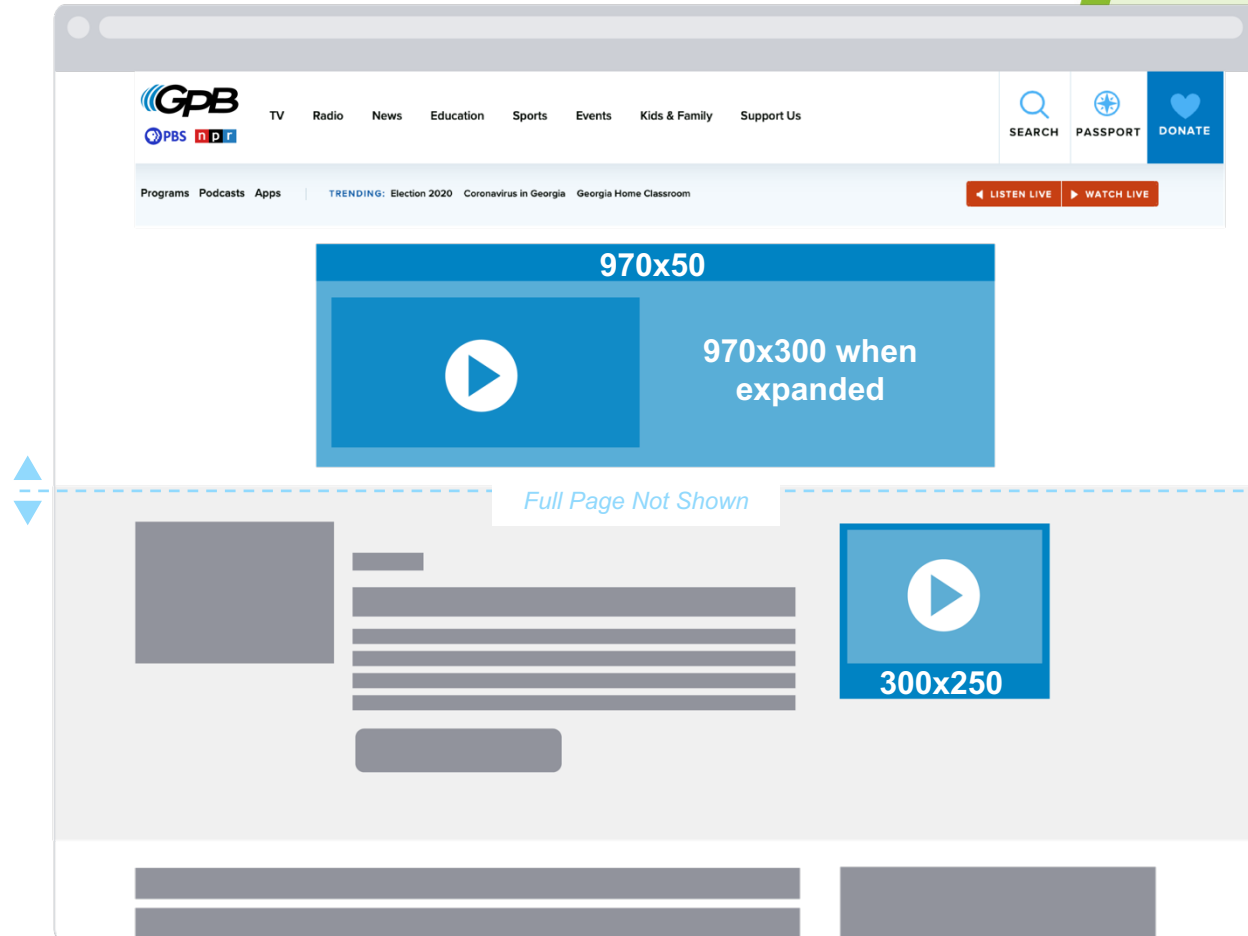
Express your message with video. Both banner options provide space for video and accompanying clickable text / imagery

970x50 EXPANDING IN-BANNER VIDEO AD

Top center, above the fold, expands to 970x300

300x250 IN-BANNER VIDEO AD

Multiple placements per page



Newsletters

GAIN AFFINITY AMONG CORE FANS

768x500 BANNER ADS

What's New Next Week | Sent Fridays

337,000 subscribers, 27% open rate

Highlights the upcoming TV and radio programming, latest GPB podcasts, events, and more.

Georgia Today | Sent Tuesdays and Thursdays

17,000 subscribers, 31% open rate

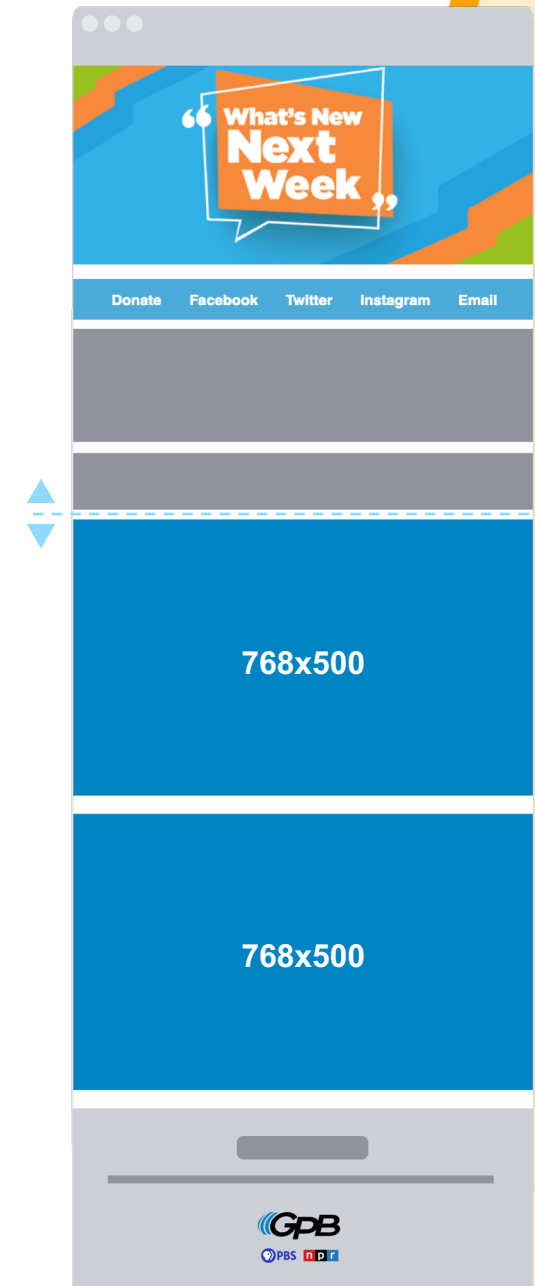
The latest news and in-depth reporting on the stories impacting Georgia from public policy to public health.

Georgia Today Politics: Featuring Bill Nigut | Sent Wednesdays

3,200 subscribers, 47% open rate

Political reporting and analysis from the Gold Dome to the Golden Isles, featuring political reporter Stephen Fowler and public policy reporter Riley Bunch along with the sharp insights of Bill Nigut and the critically acclaimed *Political Rewind* program. During the legislative session, the GPB *Lawmakers* team reports from the state Capitol.

Source: MailChimp, Sep 2022



Newsletter Sponsored Content

PROMOTE YOUR STORY

What's New Next Week | Sent Fridays

337,000 subscribers, 27% open rate

What's coming up on GPB? Fans of GPB want to know! The newsletter highlights TV and radio programming, the latest GPB podcasts, events, and more.

As the only sponsor for the day, your custom message will be memorable to GPB's very engaged *What's New Next Week* subscribers.

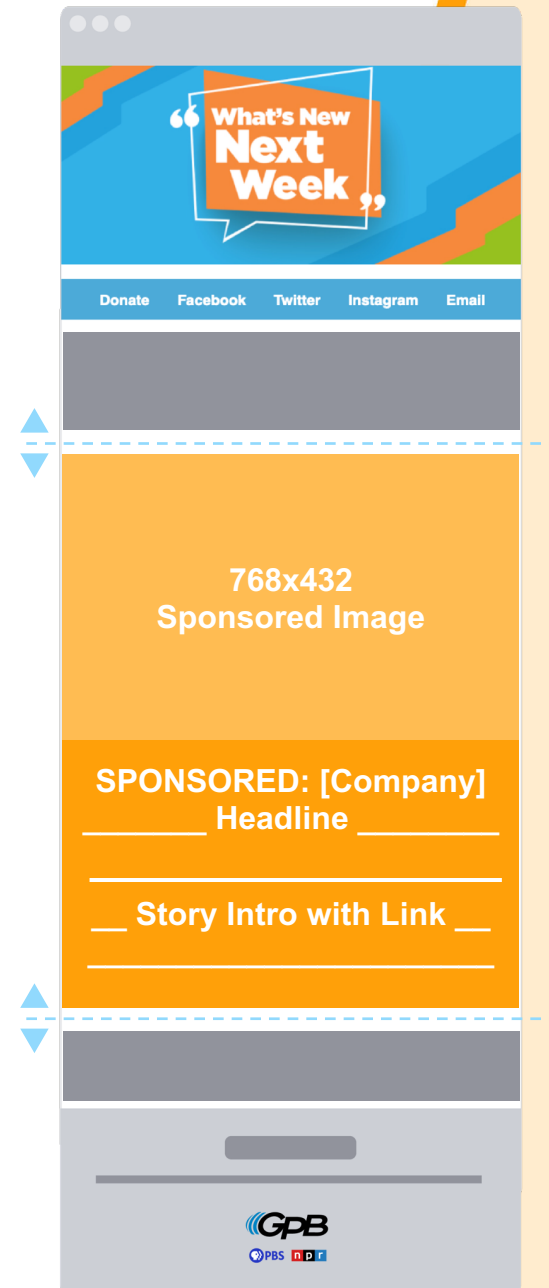
Sponsored content includes:

- Image, 768x432
- Headline
- Story intro
- Link to full story (on sponsor site)
- 100% Share-of-voice per send

The sponsored content location follows GPB program information and articles and precedes the podcast teasers section.

Sponsored content will be clearly labeled by GPB.

Source: MailChimp, Sep 2022



Website Media Player Streaming

GAIN PROMINENT RECOGNITION AT THE START OF THE STREAM

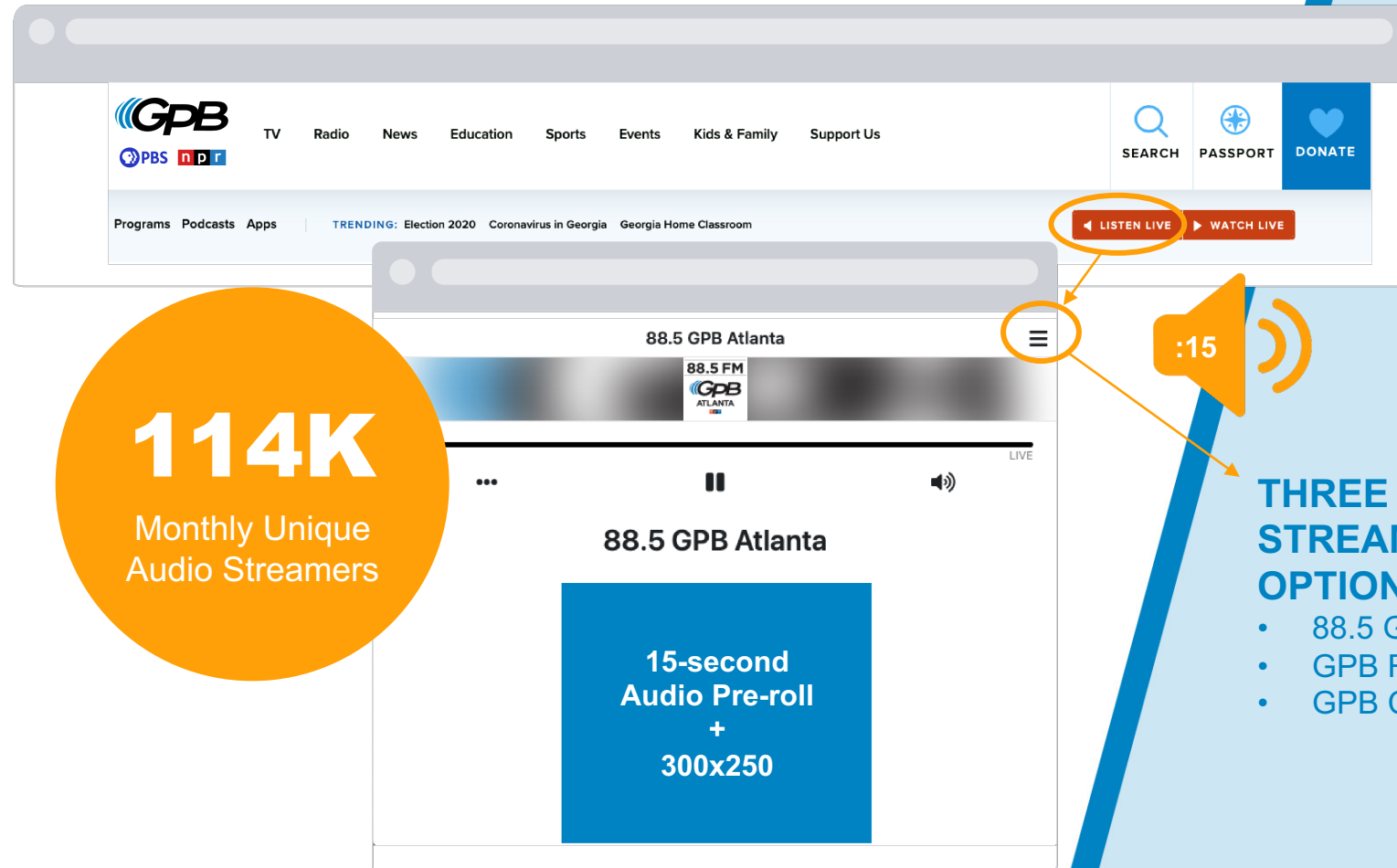
AUDIO PRE-ROLL

15 seconds

300x250 BANNER AD

Synchronized with audio

When visitors select the Listen Live button on the website, the GPB media player launches, engaging the listener with a pre-roll audio ad synchronized with a 300x250 banner ad.



GPB Podcasts

IMMERSIVE LISTENING MAKES YOUR MESSAGE MEMORABLE



Georgia Today

GPB local *All Things Considered* host Peter Biello highlights GPB News' reports and interviews from across the state. Released weekday afternoons, each 10- to 15-minute episode mixes unexpected stories alongside top news of the day.



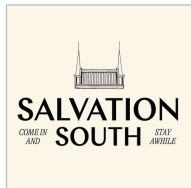
Political Rewind

Veteran Atlanta radio personality Bill Nigut calls the "political game in Georgia more dynamic than ever." In conversation with local, state, and federal decision makers, Nigut breaks down complicated issues.



Battleground: Ballot Box

Georgia has been the epicenter for the national conversation about who gets to vote and how votes are counted. GPB political reporter Stephen Fowler walks through how voting works in Georgia, highlighting the good, the bad, and the complicated.



Salvation South

This weekly segment is an audio cousin to the online magazine of the same name, which is inspired by hope, healing, and civil conversation. Editor Chuck Reece comments on Southern culture and values. Segments also air on GPB Radio.

71K

Monthly Unique
Downloaders



15-SECOND
AUDIO PRE-ROLLS
AND MID-ROLLS

Host-read messages
where available

Host-reads not available for *GeorgiaToday*

GPB NEXT MAGAZINE

Month after month, *GPB Next* provides opportunities to engage our most loyal fans — donors who receive the magazine as one of their benefits from GPB. They refer to the magazine throughout the month for program schedules, highlights, and events. They enjoy articles about GPB talent, educational initiatives for families, and ways to participate in our community.

STATEWIDE CIRCULATION — 70,000 DONOR HOUSEHOLDS

Approximately half of the circulation is in Atlanta. The other half is spread throughout Georgia, with higher concentrations in areas of population density, including Savannah, Macon, Columbus, Augusta, Valdosta, and Athens.

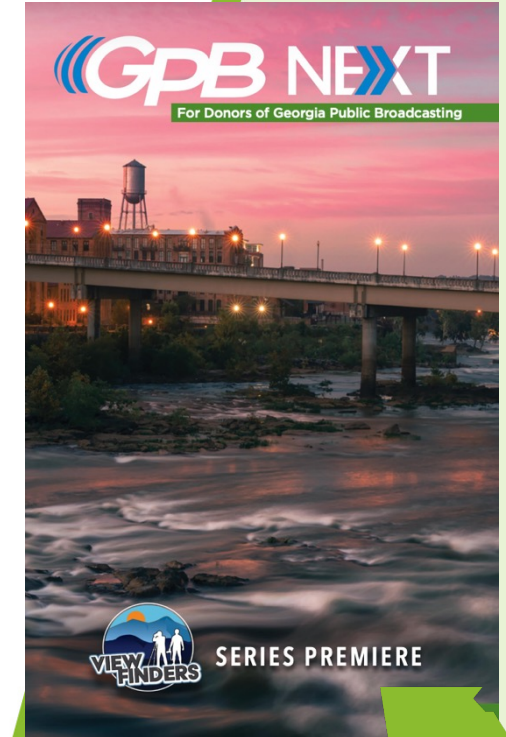
SPREAD YOUR MESSAGE WITH SPONSORED CONTENT, FULL PAGE COLOR ADS, OR BOTH

Your advertising investment in *GPB Next* magazine:

- Reaches a highly engaged and sought-after base of loyal patrons
- Can be instrumental in driving traffic to your website or business
- Demonstrates your commitment to community and culture
- Reinforces your GPB broadcast and digital campaigns

Leverage the editorial depth of full-page sponsored content articles, a great tool for:

- Product launches
- Highlighting accomplishments of employees
- CEO interviews
- Technology advancements
- A behind-the-scenes taste of how your company does business
- Sharing topical expertise throughout a series of articles



STATEWIDE
CIRCULATION



Mobile Listening Apps

A mixture of high-impact audio and banner ads makes apps an effective platform to reinforce on-air messaging. Available on Apple and Android devices, apps include Georgia and Atlanta.

AUDIO PRE-ROLL

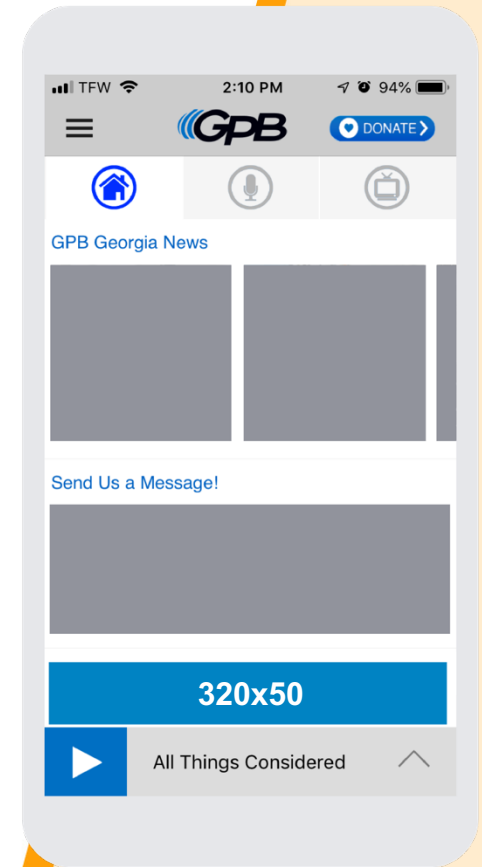
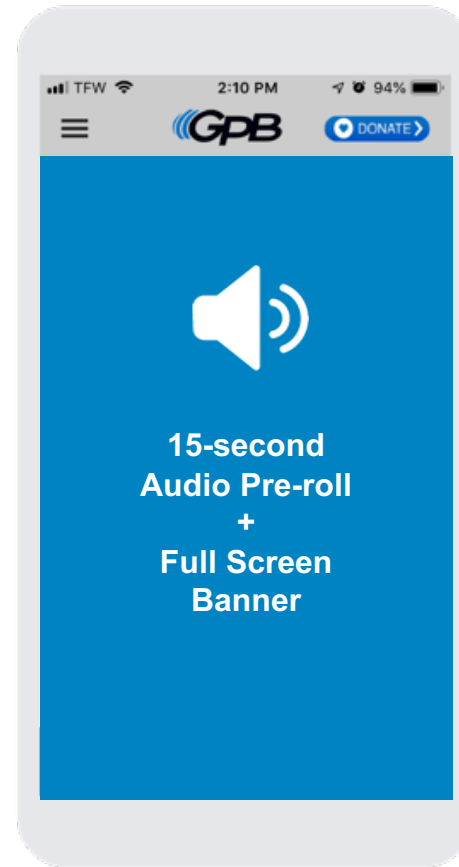
15 seconds

FULL SCREEN BANNER

Synchronized with audio

BANNER ADS

Sizes vary by device, including:
320x50, 768x50, 320x480, 640x960, 1536x2048



GPB Sports App

728x90 BANNER AD

Tablet

300x250 BANNER AD

Tablet

320x100 BANNER AD

Tablet and Smartphone

320x50 BANNER AD

Tablet and Smartphone



10K

Monthly Unique
GPB Sports App
Users

18K

Monthly Unique
Users during football
season

Football Fridays in Georgia Podcast

Hosts Jon Nelson and Hannah Goodin give the state of Georgia an in-depth look at the latest games and standings plus interviews with players, coaches, and special guests. Georgia is near the top in the country for elite football talent and GPB Sports examines recruiting efforts as well during the podcast.

EPISODES RELEASED:

- Weekly August-December
- Monthly January-July

Each episode is accompanied by:

- Video version on the GPB YouTube channel
- Blog post on [GPB.org/Sports](https://www.gpb.org/sports)
- Promotion across social media



15-SECOND
AUDIO PRE-ROLLS

Host-read messages

MISSION

To create, produce and distribute high quality programs and services that educate, inform and entertain our audiences and enrich the quality of their lives.

260 14th Street NW
Atlanta, GA 30318

404.685.2400 | 800.222.6006

WWW.SPONSORGPB.ORG



Market Engineuity® manages sponsorship sales for Georgia Public Broadcasting with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

