

MEDIA KIT

Build Your Business with a Powerful WGBH Sponsorship

TELEVISION • RADIO • DIGITAL • ADDITIONAL PLATFORMS





Local Corporate Sponsorship



Build a Powerful Multimedia Sponsorship with WGBH

WGBH offers companies the opportunity to align their brand with the nation's flagship public media organization. WGBH offers sponsorship on all these platforms to extend your reach, and sponsor messages stand out in our uncluttered environment.

“ As we thought about where do people who think like us look for fundamental, reliable, up-to-date information, that immediately pointed us to WGBH. ”

SENIOR LIVING RESIDENCES
Peter Mullin
Managing Partner



Television

Associate Your Brand with the Best Television on Television



History, drama, news, public affairs, science, nature, lifestyle and children's programming— **WGBH television** offers an unparalleled array of award-winning programming and sponsorship opportunities.

Customized sponsorships meet your marketing goals

Program sponsorships: From NOVA and *PBS NewsHour* to *Simply Ming* and *Sesame Street*, align your brand with an iconic program and engage its loyal audience.

Genre sponsorships: Sponsor a program genre to target audiences that have a passion for arts, news, cooking, or children's programming.

Run-of-schedule sponsorships: Broaden your reach to the valuable public TV audience with a run-of-schedule sponsorship across a wide range of quality programs.



PBS



Quality

PBS viewers are more than **2X** as likely to believe that **PBS sets the standard** for television versus the cable networks.

Impact

PBS viewers are **2X** more likely to **buy a product or service from a PBS sponsor** than from an advertiser on a broadcast network

Source: SGPTV Harris Poll, Feb 2015, Nielsen Consumer Insights. N=5,052

Reach the valuable WGBH audience

WGBH viewers are more likely to have:

	MARKET AVERAGE	
Investments in money market funds		147
Own a home valued at \$1MM+		146
Contributed to an arts/cultural organization in the past 12 months		144
Attended a symphony concert, opera etc. in the past 12 months		144
A post-graduate degree		143

How to read: Compared to the average Boston Adult 18+, PBS viewers are **47% more likely to have investments in money market funds**

Source: Scarborough – Boston 9/15–8/17 WGBH M–Su 5am–2am



Reach the Engaged News & Information Audience on 89.7



Award-winning news with local depth and perspective and exclusive content form the core of the programming lineup on **89.7 WGBH, Boston's Local NPR.**

With a sponsorship message on 89.7, you'll reach a valuable public radio listener who is loyal to 89.7's vibrant blend of exclusive content: popular national programs from NPR like *Morning Edition* and *All Things Considered*, the full array of *Marketplace* programs, plus explorations of local issues that are important to your customers.



One of New England's largest newsrooms

Align with a trusted brand

- In 2017, NPR was recognized as the News Service Brand of the Year in the Harris Poll EquiTrend study, earning the distinctions of **"Most Loved"** and **"Most Trusted"** in the category.
- Fast Company* ranked **NPR #10** in the "25 Brands That Matter Now" in September 2017.



89.7 WGBH BEATS

89.7 Anchors



Science and the Environment

Arun Rath, Correspondent and Host for NPR and WGBH News and Heather Goldstone, WCAL's Science Editor



Government and Its Impact

Mike Deehan, State House Reporter



Justice, Security and Investigations

Phillip Martin, Senior Investigative Reporter



Higher Ed and K-12

Kirk Carapezza, Higher Education Managing Editor



The Curiosity Desk

Edgar B. Herwick III, Reporter



Joe Mathieu
Morning Edition



Henry Santoro
Boston Public Radio

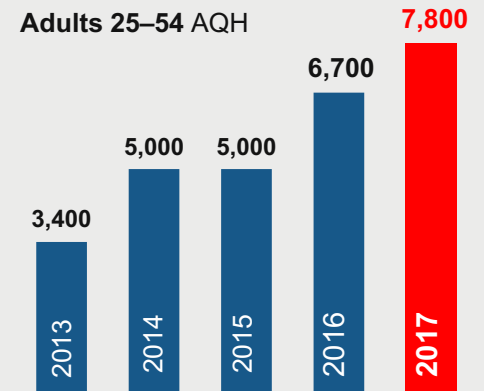


Barbara Howard
All Things Considered



Mary Blake
Evenings

89.7 audience momentum continues



Source: TAPSCAN, Boston Metro M-F, 6a-7p, 1/17-12/17 2017



Reach a Loyal and Enthusiastic Audience of Classical Music Lovers



99.5 WCRB, Classical Radio Boston connects with listeners in Boston and the surrounding area by playing music to accompany a busy, rich lifestyle. The region's only 24/7 classical music station, WCRB attracts a valuable and hard-to-reach audience of classical music fans. These well-educated, affluent consumers are listeners your company wants to reach!

Each day features great classical selections chosen to fit the daily rhythms and lifestyles of our listeners. High energy classical pieces start off the day, longer selections resonate throughout midday, and works with just the right tone and tempo sublimely move listeners throughout the evening.

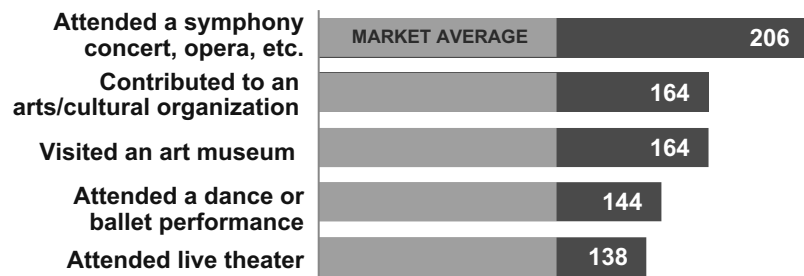
Unique to 'CRB in the public radio space, sponsors have the ability to air either 15- or 30-second messages with live host reads in 99.5's uncluttered all-classical environment.



Featuring broadcasts from Symphony Hall and WGBH's Fraser Performance Studio



Listeners of 99.5 WCRB are more likely in the past 12 months to have...

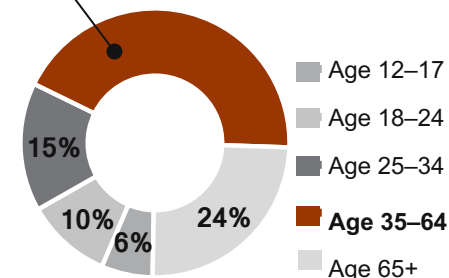


How to read: Compared to the average adult 18+ in the Boston DMA, listeners of 99.5 are **106% more likely to have attended a symphony concert, opera, etc. in the past 12 months**

Source: Scarborough – Boston 9/15–8/17, 99.5 M–Fri 6a–7p

Audience Composition

42% of WCRB's audience is A35-64



Source: Nielsen Audio/TAPSCAN, Jan-Dec 2017 Weekly Cume

Impact

Among public radio listeners:

83% of listeners **take action** in response to something heard on NPR

71% hold a **more positive opinion** of companies that support NPR

Source: Lightspeed Research, NPR Impact Study, Nov 2015; *State of Sponsorship, March 2017

Digital wgbh.org Expand Your Reach

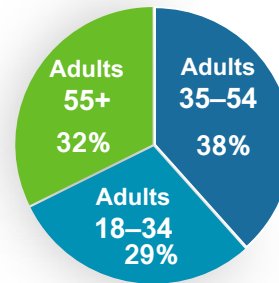
WGBH.org is a destination for 'GBH fans who want to engage with our in depth content, stream classical and news programs, and opt in for eNewsletters to stay informed about all of the terrific programming and events available at WGBH. WGBH.org has over 449,000 monthly visits. Expand your reach of the WGBH audience with display ads positioned throughout the site.**

WGBH.org delivers

- A great demographic
- Affiliation with a trusted brand
- Multiplatform sponsorship opportunity to complement your television and/or radio sponsorship
- Engaging ad sizes
- Google analytics
- Value for your sponsorship dollar
- Benefit from the WGBH “halo effect”

**Source: Google Analytics Oct'16 – Sept'17 | The ad creative must be in keeping with the non-commercial nature of public media.

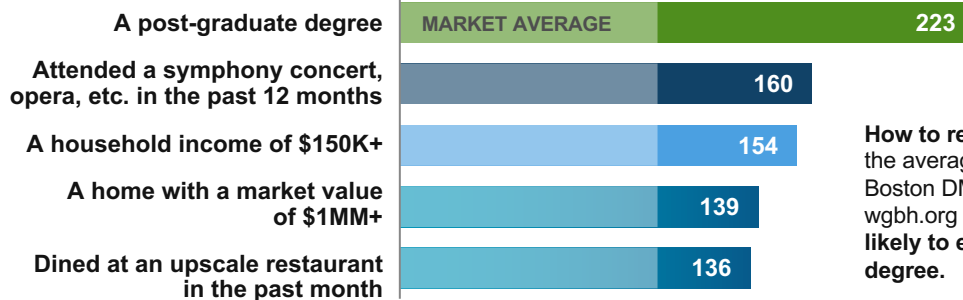
Digital Demographics



Source: Scarborough Boston 9/15-8/17; visitors to wgbh.org in past 30 days

Reach a valuable audience on wgbh.org

Visitors to wgbh.org are more likely to have:



Source: Scarborough – Boston 9/15-8/17; visitors to wgbh.org in past 30 days

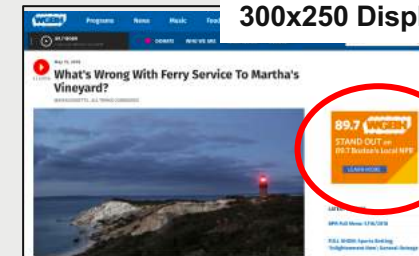
How to read: Compared to the average A18+ in the Boston DMA, visitors of wgbh.org are **123% more likely to e a post-graduate degree.**

Display Ad Sizes

- 300 x 250
- 970 x 250
- 970 x 90
- 320 x 50
- 728 x 60
- 234 x 60



320x50 Display Ad



300x250 Display Ad



970x250 Display Ad

Print

Explore! Offers a Variety of Formats to Reach WGBH Members

One of the most popular member benefits, **Explore!** is sent to over 158,000 WGBH members each month.* Members turn to *Explore!* to find program listings, highlights for radio and television, updates on WGBH special events and special member discounts. And 75% of subscribers are more likely to patronize a business if they knew it supported WGBH.**

Advertise in *Explore!* for impact and flexibility

- Home-delivered to WGBH members, also available online at wgbh.org
- Choose from a variety of ad units: five different ad sizes, three premium positions
- Ads can include a call to action (but not pricing)
- The ad creative must be in keeping with the non-commercial nature of public media.
- Frequency discounts available

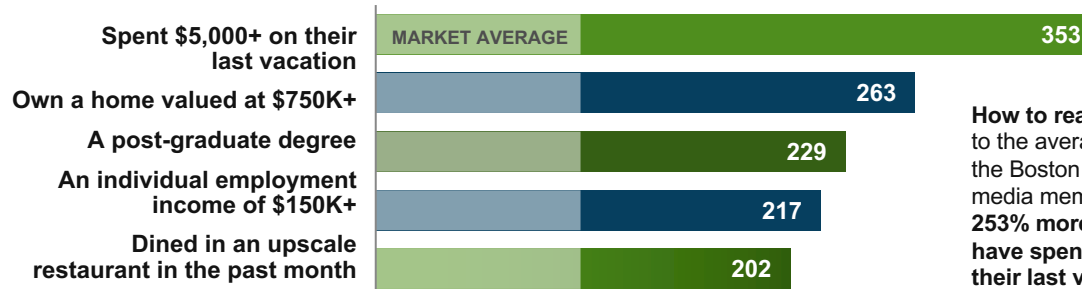
*Source: *Explore!* Circulation January 2018 – May 2018 | ** May 2015 Member Survey



Your ad here

Reach affluent and educated WGBH members

Public media members are more likely to have:



How to read: Compared to the average A18+ in the Boston DMA, public media members are **253% more likely to have spent \$5000 on their last vacation**

Source: Scarborough – Boston 9/15–8/17, A18+ who contributed \$35 or more to public television or radio in the past 12 months

Arts Patrons

WGBH members are **219%** more likely to have **visited an art museum, attended a symphony, opera, concert, etc.** in the last 12 months.



Source: Scarborough – Boston 9/15–8/17, A18+ who contributed \$35 or more to public television or radio in the past 12 months



Events

Make a Lasting Impression on Prospective Clients with a WGBH Event

WGBH's rich roster of events offer unique sponsorship opportunities that put sponsors face to face with their target audience, whether it's music lovers, thought leaders, foodies, or families. Our audience appreciates the corporations that make the events they value possible.



THOUGHT LEADERS

The Boston Speaker Series Select Wednesdays in 2018



Seven evenings of diverse opinions, profound insights and Fascinating discussions on a broad scope of issues.

Boston Talks: Happy Hour

Each event combines short speaking programs, drinks, and a chance for guests to join the conversation. Think happy hour, but smarter.



WINE & FOOD

Taste of WGBH Thursday – Sunday, October 11 – 14, 2018

Wines from around the world and local artisan fare are the focus of this three-day festival of food and wine.



Valentine's Day Event Thursday, February 14, 2019

Guests will satisfy their palates with the perfect pairings wines, craft beers and desserts. They also hear straight from the brewers, bakers and wine makers themselves.



FAMILIES

Classical Cartoon Festival March 2019 (TBD) 10am – 4pm

Kids are introduced to the timeless beauty of classical music at Symphony Hall with an instrument petting zoo and more.



WGBH FunFest Saturday, July 14, 2018 10am – 4pm

The popular event returns to WGBH's studios with family entertainment and treats.



MUSIC

Landmarks Festival Wednesdays, July 11 through August 29, 2018 7pm

One of the hallmarks of summer, the Festival is a free classical concert series at the Hatch Shell.



Live Performances in Fraser Quarterly

WCRB partners with New England's leading opera presenters including the Boston Lyric Opera and the Boston Early Music Festival to present live performances in the Fraser Performance Studio.



Pledge

Savor the Spotlight as a WGBH Pledge Drive Sponsor

A WGBH corporate pledge drive sponsorship brings visibility and prestige

Reach thousands of viewers across New England as the sponsor of a **WGBH pledge** drive. Your employees will appear on air as your corporate challenge grant inspires viewers to join you in supporting WGBH's award-winning programming.

- **Gain valuable TV exposure**

Your company and employees will appear on air across the New England region, reaching thousands of potential customers and clients.

- **Enhance your corporate image**

Reinforce your association with the respected PBS brand—one of the most trusted public organizations in America.

- **Demonstrate your corporate philanthropy**

Your company's support for high-quality, educational programming will be front and center throughout the pledge drive.

- **Leverage additional support**

As a corporate sponsor, your contribution serves as a springboard for other pledges, challenging viewers to match your gift. Here's a sample announcement:

"We have a challenge from [company name] of [location], [description of business]. They will match all gifts of [\$XX]. If you act now, you can double your gift to WGBH, thanks to [company name]"

- **Enhance employee relations**

Boost employee morale and camaraderie while offering your employees a fun and meaningful way to give back to the community.



“WGBH's programming informs, educates and elevates the entire community, young and old. Walmart is proud to partner with WGBH because your mission enhances the quality of life in Greater Boston.”

– Chris Buchanan, Director,
Public Affairs and Government Relations,
Walmart





PROGRAMMING

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6am	WILD KRATTS					DANIEL TIGER'S NEIGHBORHOOD	SID THE SCIENCE KID
6:30am	WILD KRATTS					PEG + CAT	SPLASH & BUBBLES
7am	READY JET GO!					PBS KIDS SPECIALS	PEG + CAT
7:30am	CAT IN THE HAT KNOWS A LOT ABOUT THAT						PINKALICIOUS & PETERRIFIC
8am	NATURE CAT					SPLASH & BUBBLES	CURIOUS GEROGUE
8:30am	CURIOUS GEORGE					PINKALICIOUS & PETERRIFIC	NATURE CAT
9am	PINKALICIOUS & PETERRIFIC					NATURE CAT	SCIGIRLS
9:30am	DANIEL TIGER'S NEIGHBORHOOD					READY JET GO!	CYBERCHASE
10am	DANIEL TIGER'S NEIGHBORHOOD					WILD KRATTS	HIGH SCHOOL QUIZ SHOW
10:30am	SPLASH & BUBBLES					SARA'S WEEKNIGHT MEALS	ODD SQUAD
11am	SESAME STREET					MARTHA STEWART'S COOKING SCHOOL	OPEN STUDIO
11:30am	SUPER WHY!					MARTHA BAKES	POETRY IN AMERICA
12pm	DINOSAUR TRAIN					NIGELLA: AT MY TABLE	SAMANTHA BROWN'S PLACES TO LOVE
12:30pm	PEG + CAT					PATI'S MEXICAN TABLE	WEEKENDS WITH YANKEE
1pm	SESAME STREET					MOVEABLE FEAST	ASK THIS OLD HOUSE
1:30pm	SPLASH AND BUBBLES					LIDIA'S KITCHEN	SPECIALS
2pm	CURIOUS GEORGE					SIMPLY MING	
2:30	PINKALICIOUS & PETERRIFIC					MY GREEK TABLE	

WGBH₂ PROGRAMMING

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
3pm	NATURE CAT					AMERICA'S TEST KITCHEN	SPECIALS
3:30pm	WILD KRATTS					SING THAT THING	
4pm	WILD KRATTS					CHRIS KIMBALL'S MILK STREET	
4:30	CURIOUS GEORGE					ROUGH CUT WOODWORKING	
5pm	ASK THIS OLD HOUSE					THIS OLD HOUSE HOUR	HIGH SCHOOL QUIZ SHOW
5:30	BBC WORLD NEWS AMERICA						WINDOWS TO THE WILD
6pm	PBS NEWSHOUR					HIGH SCHOOL QUIZ SHOW	BRITISH ANTIQUES ROADSHOW
6:30pm						GREATER BOSTON	
7pm	RICK STEVES' EUROPE						
7:30pm							
8pm	ANTIQUES ROADSHOW	CIVILIZATIONS	NATURE	THIS OLD HOUSE HOUR	SING THAT THING	MASTERPIECE	MASTERPIECE
8:30pm					OPEN STUDIO		
9pm	ANTIQUES ROADSHOW	FIRST CIVILIZATIONS	NOVA WONDERS	SPECIALS	PBS ARTS SPECIALS	LAST TANGO IN HALIFAX	MASTERPIECE
9:30pm							
10pm	INDEPENDENT LENS / POV	FRONTLINE	NOVA			SPECIALS	PBS ARTS SPECIALS
10:30pm							
11pm	AMANPOUR on PBS					BASIC BLACK	ASK THIS OLD HOUSE
11:30pm	BEYOND 100 DAYS					STORIES FROM THE STAGE	
12am	GREATER BOSTON					SPECIALS	SPECIALS
12:30am	STORIES FROM THE STAGE						



PROGRAMMING

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6am	AMANPOUR on PBS					SID THE SCIENCE KID	SECOND OPINION
6:30am	STORIES FROM THE STAGE					SESAME STREET	TO THE CONTRARY with Bonnie Erbe
7am	RICK STEVES' EUROPE					SPLASH & BUBBLES	CONSUELO MACK WEALTH TRACK
7:30am	TRAVELSCOPE					CURIOUS GEORGE	IN PRINCIPLE
8am	STEVEN RAICHLIN'S PROJECT SMOKE					NATURE CAT	GREATER BOSTON
8:30am	CHEF'S LIFE					DINOSAUR TRAIN	BASIC BLACK
9AM	GREAT BRITISH BAKING SHOW					PEG + CAT	WASHINGTON WEEK
9:30am						WILD KRATTS	AMANPOUR on PBS
10am	PATI'S MEXICAN TABLE				HIGH SCHOL QUIZ SHOW	ARTHUR	MOTORWEEK
10:30am	SARA'S WEEKNIGHT MEALS				GRANITE STATE CHALLENGE	ODD SQUAD	WELL READ
11am	FRENCH CHEF					RUDY MAXA'S WORLD	THEATER TALK
11:30am	AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED			COOK'S COUNTRY	CHRIS KIMBALL'S MILK STREET	FAMILY TRAVEL	OPEN STUDIO
12pm	SPECIALS	ANTIQUES ROADSHOW	SPECIALS	NATURE	THIS OLD HOUSE HOUR	SPECIALS	GREAT BRITISH BAKING SHOW
12:30pm		ANTIQUES ROADSHOW		NOVA WONDERS	SPECIALS		HIGH SCHOOL QUIZ SHOW
1pm				SPECIALS			SIMPLY MING
1:30pm		CHRIS KIMBALL'S MILK STREET					
2pm	ARTHUR						WEEKENDS WITH YANKEE
2:30pm	SPLASH & BUBBLES						



PROGRAMMING

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
3pm	CURIOUS GEORGE					SPECIALS	DREAM OF ITALY
3:30pm	CURIOUS GEORGE						ROADTRIP NATION
4pm	NATURE CAT						STORIES FROM THE STAGE
4:30	ODD SQUAD						SING THAT THING
5pm	WILD KRATTS					PBS NEWSHOUR WEEKEND	PBS NEWSHOUR WEEKEND
5:30	WILD KRATTS					GREATER BOSTON	OPEN STUDIO
6pm	CURIOUS GEORGE					GLOBE TREKKER	ANTIQUES ROADSHOW
6:30pm	CURIOUS GEORGE						
7pm	GREAT BRITISH BAKING SHOW					SPECIALS	SPECIALS
7:30pm							
8pm	MIDSOMERS MURDERS	MASTERPIECE	DOCTOR BLAKE MYSTERIES	FATHER BROWN	WASHINGTON WEEK	NOVA	
8:30pm					GREATER BOSTON		
9pm	SILENT WITNESS	MASTERPIECE	DEATH IN PARADISE	CORONER	IN PRINCIPLE	SPECIALS	
9:30pm					AMANPOUR ON PBS		
10pm	VERA		LAST TANGO IN HALIFAX	SPECIALS	SPECIALS		
10:30pm							
11pm		PBS NEWSHOUR				HIGH SCHOOL QUIZ SHOW	
11:30pm	PBS NEWSHOUR	PBS NEWSHOUR				SING THAT THING	
12am	STORIES FROM THE STAGE					AUSTIN CITY LIMITS	SPECIALS
12:30am	RICK STEVES' EUROPE						

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY					
4:50am	WGBH's EARLY EDITION (4:50 – 5am) w/Joe Mathieu					LATINO USA with Maria Hinojosa	JAZZ Delves into the world of mainstream jazz					
5am	WGBH's MORNING EDITION(5-10am) w/Joe Mathieu, Steve Inskeep, Rachel Martin, David Greene & Noel King MARKETPLACE MORNING REPORT (Monday - Friday 5:51am) with David Brancaccio											
6am	MARKETPLACE MORNING REPORT (Monday – Friday 6:51am) with David Brancaccio					ON THE MEDIA With Brooke Gladstone and Bob Garfield	ON BEING with Krista Tippet					
7am	MARKETPLACE MORNING REPORT (Monday - Friday 7:51am) with David Brancaccio				XCONOMY REPORT w/ Greg Huang (Fridays 7:50am)	WAIT WAIT...DON'T TELL ME! with Peter Sagal	THE NEW YORKER RADIO HOUR with David Remnick					
8am	MARKETPLACE TECH REPORT (Monday – Friday 8:45am) with Molly Wood			JARED BOWEN ON THE ARTS (Thursdays 8:50am) with Jared Bowen	INNOVATION HUB PREVIEW (Fridays 8:50am) with Kara Miller	WEEKEND EDITION with Scott Simon BOSTON PUBLIC RADIO NEWS QUIZ (9:40am)	WEEKEND EDITION with Lulu Garcia-Navarro					
9am	MARKETPLACE MORNING REPORT (Monday – Friday 9:51am) Stock Market Open Report					THE NEW YORKER RADIO HOUR with David Remnick	STUDIO 360 with Kurt Andersen					
10am	THE TAKEAWAY with Tanzina Vega											
11am						WAIT WAIT...DON'T TELL ME! with Peter Sagal						
12pm						BOSTON PUBLIC RADIO with Jim Braude and Margery Eagan					INNOVATION HUB with Kara Miller	LIVING LAB with Heather Goldstone
1pm											THIS AMERICAN LIFE with Ira Glass	REVEAL with Al Letson

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2pm	THE TAKEAWAY with Tanzina Vega					SNAP JUDGMENT with Glynn Washington	THE MOTH
3pm	THE WORLD with Marco Werman					A CELTIC SOJOURN with Brian O'Donovan	MILK STREET RADIO with Christopher Kimball
4pm	WGBH's ALL THINGS CONSIDERED with Barbara Howard, Audie Cornish, Ari Shapiro, Mary Louise Kelly, and Ailsa Chang						TRAVEL WITH RICK STEVES
5pm							WGBH's ALL THINGS CONSIDERED with Barbara Howard, Audie Cornish, Ari Shapiro, Mary Louise Kelly, and Ailsa Chang
6pm	MARKETPLACE with Kai Ryssdal					LIVE FROM HERE with Chris Thile	UNDER THE RADAR with Callie Crossley
7pm	PBS NEWSHOUR with Judy Woodruff						SELECTED SHORTS
8pm	THE WORLD with Marco Werman					SAYS YOU! with Barry Nolan	ARTS AND IDEAS
9pm	BOSTON PUBLIC RADIO with Jim Braude and Margery Eagan			INNOVATION HUB with Kara Miller	ERIC IN THE EVENING with Eric Jackson		
10pm				RADIOLAB with Jad Abumrad and Robert Krulwich			
11pm	SOUND OPINIONS with Jim DeRogatis and Greg Kot	FREAKONOMICS with Stephen Dubner	BULLSEYE with Jim Bowen and Dave Spikey	TED RADIO HOUR with Guy Raz			
12am-3am	PRX REMIX				JAZZ with Tessil Collins	PRX REMIX with Roman Mars	
3am-4:50am	BBC World Service					BBC World Service	

99.5 WCRB PROGRAMMING

• A program interlude

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY										
5am	CLASSICAL MUSIC with Laura Carlo (5am – 9am)					LATE NIGHTS (5-6am)	PIPEDREAMS (5am)										
6am						CLASSICAL MUSIC with Cathy Fuller (9am – 2pm)					CLASSICAL MUSIC with Tyler Alderson (6 – 11am)	THE BACH HOUR with Brian McCreath (6am)					
7am												CLASSICAL MUSIC with Chris Voss (2pm – 7pm)					CLASSICAL MUSIC with Larry King (11am – 4pm)
8am										 Trivia (Monday – Friday, 5:30pm)						
9am	CLASSICAL MUSIC with Alan McLellan (7pm – midnight)																CLASSICAL MUSIC with Alan McLellan (7 – 8pm)
10am					 The Symphony at 8 (8 pm)											
11am															 Midnight Masterpiece (12am)	
12am											LATE NIGHTS ON WCRB (12am – 5am)						
1am	LATE NIGHTS ON WCRB (12am – 5am)																