

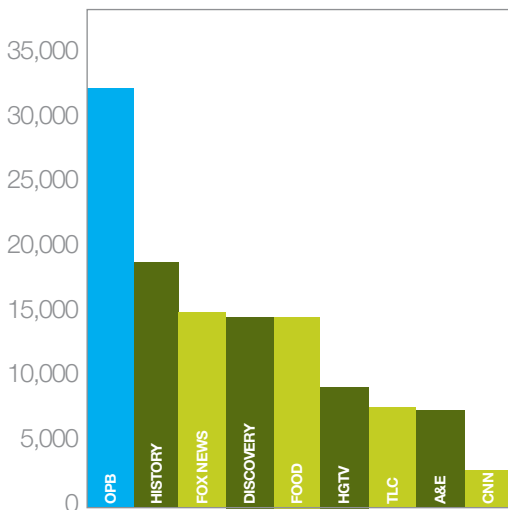


OPB DELIVERS A BETTER MEDIA BUY

Only OPB offers a broad reach throughout Oregon and southwest Washington. OPB's suite of TV, radio and online sponsorship opportunities delivers your message to a large, highly desirable audience—an audience that is more likely to support you because you support OPB.

► **OPB TV** far outpaces cable ratings, with an average of more than 29,000 Portland metro-area viewers per primetime program. ¹

OPB outpaces cable audiences



► **OPB Radio** has more than 392,000 weekly listeners statewide.²

► **opb.org** ranks #3 among Portland metro-area media Web sites.³

OPB DELIVERS: Results

- ▶ **“Our annual marketing plan always starts with a strong foundation - OPB – because it works.”** Jennifer and Jason Hannah, Dick Hannah Dealerships
- ▶ **“Schwabe has a strong commitment to the community. The comments we hear with respect to our partnership with Oregon Public Broadcasting are by far the most positive of any we receive.”** Mark Long, Managing Partner, Schwabe, Williamson, and Wyatt

OPB DELIVERS: Engaged and Influential Audience

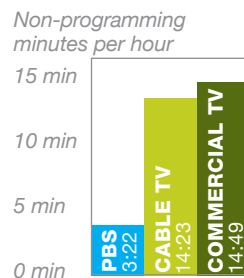
When you partner with OPB, your message reaches a curious, captive audience of influencers and opinion leaders.

- ▶ Viewers say that we set standards for quality in TV and **watching is time well spent.**⁶
- ▶ Compared to the general public, **OPB Radio listeners are two times more likely to be opinion leaders.**⁷

OPB DELIVERS: Less Clutter, Clearer Message

OPB-sponsor messages stand out because there’s less visual and auditory “noise” relative to commercial media outlets.

- ▶ **OPB TV includes fewer non-programming minutes per primetime hour:** 3:22 minutes on average compared to 14:49 minutes on commercial TV and 14:23 on cable TV.⁸
- ▶ **OPB Radio dedicates no more than 3 minutes per hour to sponsorship spots,** while commercial radio airs eight to 15 minutes (or more) of commercials per hour.



OPB DELIVERS: Increased Customer Loyalty

OPB's audience members are more likely to purchase products and services from companies that support public broadcasting than from those that don't.

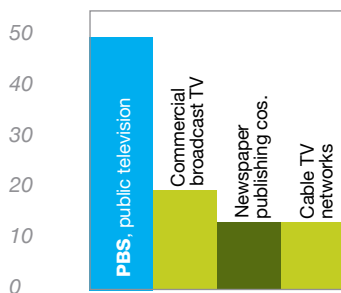
- ▶ **49 percent of viewers would buy a product from a company that supports PBS,** all other things being equal.⁹
- ▶ **64 percent of public radio listeners say they prefer to do business with public radio sponsors** when price and quality are equal.¹⁰

OPB DELIVERS: Enhanced Corporate Image

By partnering with OPB, you reinforce your organization's commitment to quality and excellence in the minds of the audience.

- ▶ **60 percent of viewers feel that sponsors are committed to quality and excellence, and 47 percent agree they are industry leaders.**¹¹
- ▶ For the ninth consecutive year, **PBS was #1 in public trust—the nation's most trusted nationally known public institution.**¹⁵
- ▶ 72 percent of public radio listeners have a more positive opinion of a company that sponsors public radio and **53 percent feel public radio sponsors are more credible** than companies that advertise on commercial stations.¹²
- ▶ **Americans believe PBS provides excellent value for tax dollars,** second only to military defense.¹³

PBS is the most trusted



OPB DELIVERS: Customized Service

High quality is reflected in all facets of OPB, and the service provided by our attentive corporate support staff is no exception.

- ▶ We seek to understand your business needs and marketing objectives first, then recommend solutions to reach your target market.
- ▶ We assist you in crafting creative, effective copy that communicates your marketing message within the public broadcasting framework and FCC guidelines.
- ▶ We back up our recommendations with solid research, demographics and experience.

OPB DELIVERS: Exclusive OPB Business Partner Benefits

Individual employees and your company as a whole can take advantage of a wide range of partner benefits:

► **Special Event Invitations**

Meet your favorite public broadcasting personalities and network with other business partners.

► **Partnership Promotion**

Promote your support of OPB in your organization's materials and link to OPB's Web site.

► **Your Company Name on opb.org**

Your company name will appear on opb.org/sponsorlist.

► **Individual Membership Discount**

Encourage employees to become new OPB members at 20 percent off the regular rate.

► **Share Your News and Events**

Submit items for the Business Partners News and Events Web page.

► **Lending Library**

Enjoy free borrowing privileges from our library of PBS "favorites". You may access our entire list of available videos at opb.org/support/library.

► **Host a Public Broadcasting Personality**

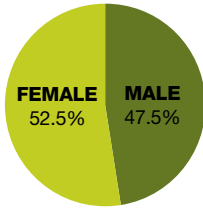
OPB will help you secure a public broadcasting personality to speak at your next event.

OPB's TV Audience at a Glance

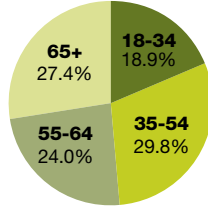
► Active, Educated and Influential

- 76% vote
- 12% are in a professional or technical occupation
- 76% own their own home
- 26% have \$100,000+ in liquid assets
- 22% have traveled abroad in the past two years
- 45% have a single or advanced degree

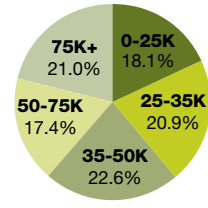
► Gender



► Age



► Income



(The Media Audit, Sept-Oct 2011, adults 18+, C10 KOPB PBS total)

OPB offers a diverse array of high-quality, award-winning PBS and local programming on five stations throughout Oregon. Loyal viewers tune in weekly for news, nature, science, history, drama, children's shows and other enriching programming. They believe that **PBS sets standards for quality in TV and that watching is time well spent.**¹

It's no wonder that OPB TV far outpaces cable ratings with an average of more than **29,000 Portland metro-area viewers** per primetime program.² And sponsor messages stand out because OPB includes significantly less non-programming minutes per hour, on average, than commercial and cable TV.³ **Forty-nine percent of PBS viewers claim they would buy a product from a company that supports PBS**, all other things being equal.⁴

Sponsor Options and Examples

Spots may contain:

- Video
- Animation
- Still Images

10-second spot

"SAIF Corporation, working side-by-side with customers to help make Oregon a safer state. Online at SAIF dot com."



15-second spot

“Backyard Bird Shop. Seven Portland-area shops, offering products and advice to turn your backyard into a habitat for birds and other wildlife. Connecting people with nature, one backyard at a time. Backyard Bird Shop dot com.”

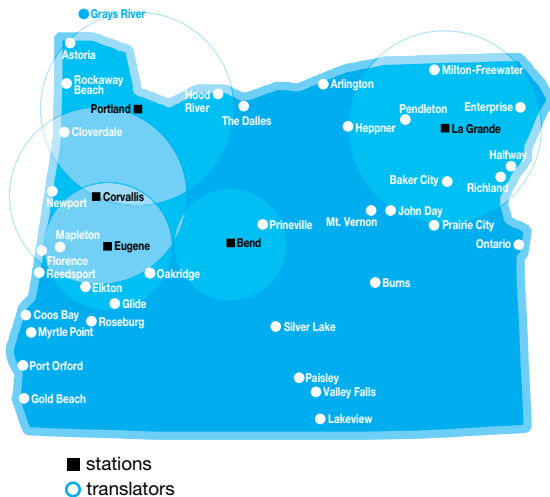


30-second spot

“You are the purpose of our work. The reason we run...the reason we serve...we will treat you with respect...like our family and friends. Because you have feelings and emotions. We are dependent on you...the lifeblood of our company. We will treat you like our business depends on it. Because it does.”



TV Coverage Map



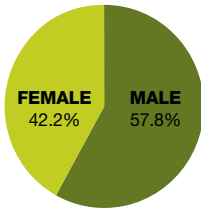
Research cited: ^{1/4}2009 Impact of Sponsorship & Commercialism, PBS/Public Television, PBS-commissioned Harris Interactive Study; ²TRAC Media Services, November 2011, M-Sun, 8p-11p, OPB: KOPB, Portland, OR DMA, adults 18+; ³TNS Media Intelligence, Nov 2008.

OPB's Radio Audience at a Glance

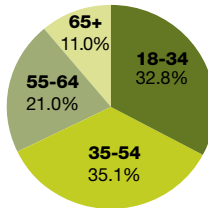
► Active, Educated and Influential

- 80% vote
- 21% are in a professional or technical occupation
- 69% own their own home
- 36% have \$100,000+ in liquid assets
- 27% have traveled abroad in the past two years
- 66% have a single or advanced degree

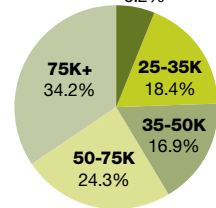
► Gender



► Age



► Income



(The Media Audit, Sept-Oct 2011, adults 18+ KOPB-FM)

As one of the most popular stations in the Portland metro area,⁵ OPB reaches more than 392,000 listeners each week on 25 stations and translators throughout Oregon and southwest Washington.⁶ An influential audience turns to OPB for in-depth, thought-provoking and enjoyable programming. In fact, those who consider OPB to be their favorite station listen to OPB over 10 hours per week.⁷

OPB spots are limited to 12 messages per hour—significantly less than on commercial radio—so they have more impact and are more likely to influence buying decisions. In fact, 64 percent of public radio listeners say they prefer to do business with public radio sponsors when price and quality are equal.⁸ Even a 10-second spot can convey a meaningful message in the low-key, straightforward manner appreciated by OPB's highly educated, active audience.

Sponsor Examples (10 seconds each)

“Martinelli’s, in the traditional champagne bottle, has the sparkle of champagne, but without the alcohol. Martinelli’s. Since 1868.”

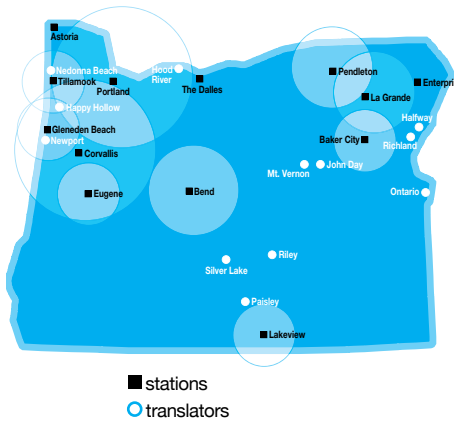
“Entek International. Global producers of microporous membrane materials. Entek ... developing lithium-battery membranes for next-generation hybrid electric cars.”

“Terwilliger Plaza. A continuing care retirement community for inquiring minds. Lectures, classes, theater groups, wine tastings, and more. Terwilliger Plaza dot com.”

Radio Schedule FM & AM Stations

	MONDAY-FRIDAY	SATURDAY	SUNDAY	
mid.	BBC World Service	BBC World Service	BBC World Service	mid.
3am	Morning Edition		New Dimensions	3am
			BBC World Service	4am
		Weekend Edition	Weekend Edition	5am
9am	Think Out Loud			
10am	Here & Now	Car Talk	This American Life	10am
11am	Talk of the Nation	Wait Wait ... Don't Tell Me!	Car Talk	11am
		OPB MIX	A Prairie Home Companion	noon
1pm	BBC Newshour	Snap Judgement		
2pm	Q with Jian Ghomeshi	Whad'ya Know?	Travels with Rick Steves	2pm
3pm	The World	A Prairie Home Companion	American Routes	3pm
4pm	All Things Considered			
		All Things Considered	All Things Considered	5pm
		The Thistle & Shamrock	Splendid Table	6pm
6:30pm	Marketplace			
7pm	Fresh Air <small>FRIDAY: City Club of Portland</small>	Live Wire! Radio	On Being	7pm
8pm	MONDAY: On the Media TUESDAY: OPB MIX WEDNESDAY: OPB MIX THURSDAY: Philosophy Talk FRIDAY: Marketplace Money	In House with Jeremy Petersen	In House with Jeremy Petersen	8pm
9pm	Think Out Loud <small>(REBROADCAST)</small>			9pm
10pm	Tell Me More			
11pm	BBC World Service	Sound Opinions	E Town	11pm

Radio Coverage Map



Research cited: ⁵ PPM Analysis Tool, Portland, OR Metro, AQH Persons, P6+, M-Sun, 6a-12a, Oct/Nov/ Dec 2011 ©2012 Arbitron, Inc. May not be copied or reproduced without the prior written permission of Arbitron; ⁶ Prepared by RRC, U.S. Total, P12+, M-Sun, 6a-12a, Spring 2011, Weekly Cume, KETP-FM/KHRV-FM/KOAB-FM/KOAC-AM/KOBK-FM/KOGL-FM/KOPB-AM/KOPB-FM/KOPB Stream/KOTD-FM/KRBM-FM/ KTVR-FM ©2012 Arbitron, Inc. May not be quoted or reproduced without the prior written permission of Arbitron; ⁷ Audi Graphics, Winter/Spring 2009; ⁸ NPR & Knowledge Networks; 2010 Halo effect Study.

OPB's Online Audience at a Glance

► Active, Educated and Influential

77% vote

23% are in a professional or technical occupation

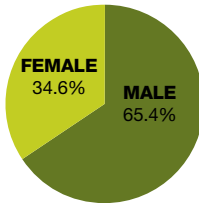
65% own their own home

34% have \$100,000+ in liquid assets

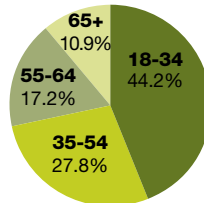
26% have traveled abroad in the past two years

58% have a single or advanced degree

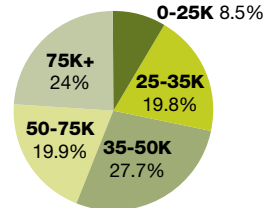
► Gender



► Age



► Income



(The Media Audit, Sept-Oct 2011, adults 18+ opb.org)

Of all Portland media Web sites, opb.org ranks number three,¹ with 22 percent of Portland metro-area adults visiting opb.org at least once a month. Visitors come to opb.org seeking TV and radio schedules, the latest news, educational activities for children and more. Above all, well over 400,000 monthly visitors turn to the site for online information they can trust—and they're more likely to do business with organizations that support OPB.

Sponsor Options

- 300 x 250 pixels linked ad on the home page above the fold
- 180 x 150 pixels linked ad rotating throughout the site or on the News page
- Stream sponsor
180 x 150 pixels linked ad in opb.org pop-up player.
:10 audio leader in stream

See back for online ad examples.

- link at opb.org/sponsorlist

Sponsor Examples

The screenshot shows the OPB website homepage. At the top, there is a navigation bar with categories like HOME, NEWS, ARTS & LIFE, MUSIC, FOOD & FAMILY, SPORTS, and TV. A banner at the top right says "Help us reach 1000 sustaining members!". The main content area features a "Top News Story" titled "Thinking Climate Change While You Shop" with a large image of a shopping mall. Below this are sections for "BREAKING NEWS", "NEWS", and "EVENTS". On the right side, there are several advertisements: a 300 x 250 ad for "THIS IS A CULTURE" featuring a man in a white shirt, and an 180 x 150 ad for "THE BEST OF NOW!" featuring a person in a blue outfit. At the bottom right, there is a "MOST POPULAR" section with a list of items.

← 300 x 250 ad

← 180 x 150 ad

The screenshot shows a "KOPI Live Stream" pop-up window. It includes a URL "www.opb.org/radio/listennow/player.php/" and a "KOPI Radio" logo. Below the logo, it lists "All streaming audio options (iTunes & other common players (PLS))" and "Windows Media Player (WML)". On the right side of the window, there is an advertisement for "THE BEST OF NOW!" featuring a person in a blue outfit.

Listen Live pop-up window

← 180 x 150 ad



SPONSOR KMHD

Community-supported radio station KMHD

has been a staple of the Portland jazz scene for the last 25 years, showcasing the best of jazz and blues.

Licensed to Mt. Hood Community College in Gresham and operated by Oregon Public Broadcasting, KMHD champions jazz performances and education to ensure that this uniquely American art form continues to thrive in our region.

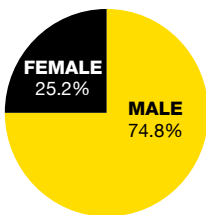
Stretch your budget. Maximize your impact.

For a modest investment, your 10-second spot will reach KMHD listeners who appreciate organizations that support the jazz and blues they love. Over 128,000 loyal listeners tune in to KMHD each week.¹ With a combined income of more than \$3.9 billion,² the KMHD audience has money to spend and they choose/prefer to buy products from companies that sponsor KMHD.³

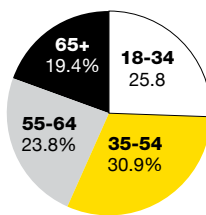
KMHD's Radio Audience at a Glance

- 87% vote
- 23% are in a professional or technical occupation
- 67% own their own home
- 31% have \$100,000+ in liquid assets
- 18% have traveled abroad in the past two years
- 64% have a single or advanced degree

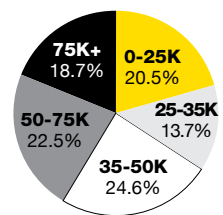
► Gender



► Age

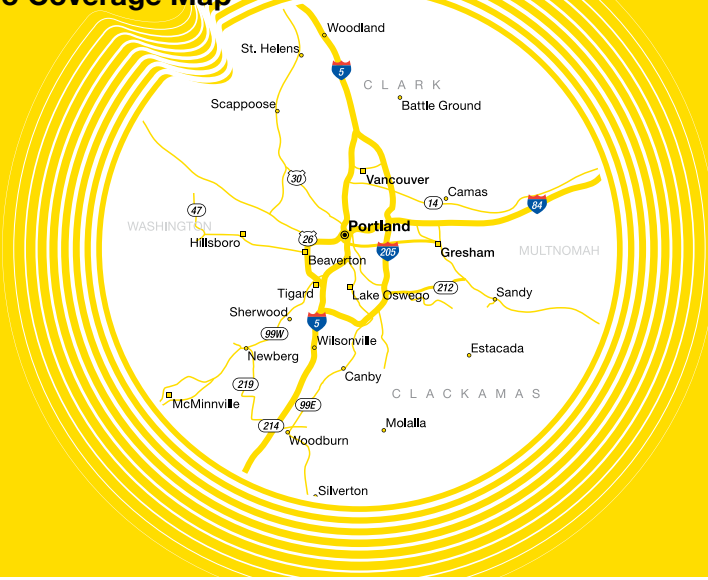


► Income



(The Media Audit, Sept-Oct 2011, adults 18+, KMHD-FM)

Radio Coverage Map



Online Sponsor Examples

Research cited: ¹PPM Analysis Tool, Portland, OR, Weekly Cume Oct/Nov/Dec 2011, Persons 6+ © 2010 Arbitron, Inc. May not be copied or reproduced without the prior written permission of Arbitron; ²The Media Audit Sept-Oct 2011, Adults 18+, KMHD-FM; ³NPR and Knowledge Networks; 2010 Halo Effect Study.