



# Multiplatform Sponsorships for Businesses in New England



RADIO • TELEVISION • DIGITAL • PRINT • PODCASTS • EVENTS



# GBH is...

a trusted source of content that promotes educational equity, delights its audiences, and inspires everyone to engage with the world around them.

RADIO



TELEVISION



Local Corporate Sponsorship



**GBH Local Corporate Sponsorship** offers companies in MA, RI and NH the opportunity to align their brand with the nation's flagship public media organization.

Connect with your customers throughout the day wherever they are with a custom multiplatform sponsorship package that can include TV, radio, digital, events and print.

# The GBH audience



Our listeners and viewers are hard to reach on commercial broadcast. They value public media and prefer to do business with our sponsors.

## They are leaders at work and in professional networks<sup>1</sup>

- 75% more likely to be in Top Management
- 48% more likely to be an Owner/Partner

## They have incredible purchasing power<sup>1</sup>

- 117% more likely to own a home valued at \$750k
- 61% more likely to earn a HHI of \$250k+

## They value education and lifelong learning<sup>1</sup>

- 142% more likely to have a master's degree

## They are arts and culture enthusiasts<sup>2</sup>

- 128% more likely to have contributed to an arts/culture organization
- 225% more likely to have attended an opera or classical music concert, etc.\*

RADIO: GBH 89.7



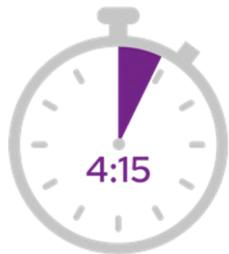
## GBH News and NPR

GBH 89.7 is a well-balanced mix of local reporting from GBH News and popular national programs from NPR. With news bureaus in Boston, Cape Cod, Springfield and Worcester, GBH is well-positioned to report on the issues that matter to your customers.

More content and fewer sponsorship spots mean your message stands out.



Commercial radio



Only **4:15** of sponsorship time each hour!



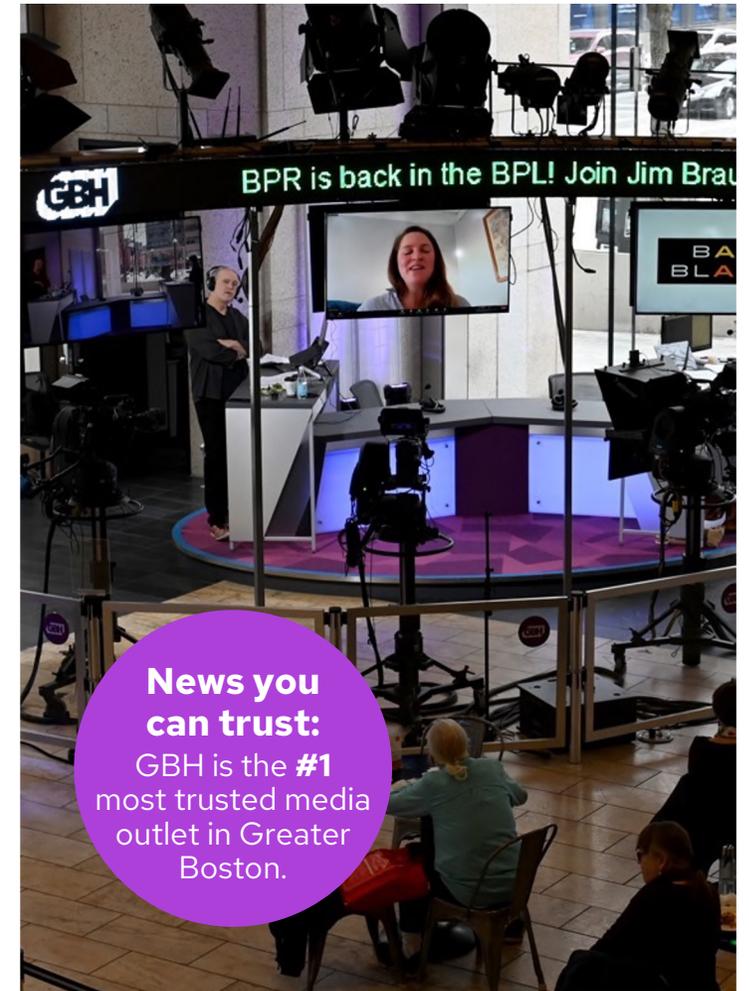
**14:30** promo time = listeners tune out.



### Award-winning news coverage

2022 recipient of:

- 7 Regional Edward R. Murrow Awards
- 1 National Edward R. Murrow Awards
- 6 Boston/New England Emmy Awards



**News you can trust:**  
GBH is the **#1** most trusted media outlet in Greater Boston.

Source: "GBH Brand Tracking Survey", City Square Associates, June 2023, in the Boston DMA

# All classical music, all the time



CRB Classical 99.5, the region’s only 24/7 classical music station, seeks to bring the joy and beauty of classical music to as many people as possible, and to bring as many people as possible into the world of classical music.

Throughout the year, knowledgeable hosts guide listeners from Mozart and Bach to contemporary composers. Each summer listeners are treated to live Boston Symphony Orchestra and Boston Pops broadcasts from Tanglewood.

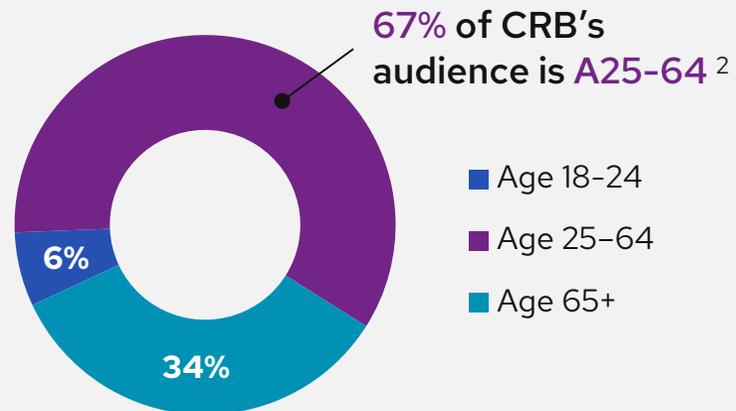
CRB is also streamed live on [classicalCRB.org](http://classicalCRB.org).

## The CRB Audience

Listeners of CRB Classical 99.5 are more likely to have contributed to these types of organizations...<sup>1</sup>

- Arts/Cultural (220 index)
- Environmental (158)
- Social Welfare (145)
- Education/Academic (154)

How to read: Compared to the average adult 18+ in the Boston DMA, listeners of 99.5 are 124% more likely to have contributed to an arts/cultural organization in the past 12 months.



## Listeners love CRB Sponsors

Among public radio listeners:

82% “feel more positive” about companies that sponsor CRB Classical 99.5”<sup>3</sup>

70% say “I would prefer to buy a product or service from a company that sponsors CRB Classical 99.5”<sup>3</sup>

Source: <sup>1</sup>Scarborough–Boston 3/21-4/23, M–Su 6a–12m Cume, past 12 months, A18+ | <sup>2</sup>Nielsen Audio/TAPSCAN, Apr 2023, Weekly Cume | <sup>3</sup>GBH 89.7 Audience Survey, Fielded: 6/14/21–7/21/21

# Sponsors reach new audiences on GBH



If GBH is not part of your drive-time radio strategy, you could be missing out on your key audience.

## Percentage of **GBH 89.7** audience that **DO NOT** listen to:

Station	Adults 18+	Adults 25-54	Adults 35+	Adults 35-64
WBZ-FM	93%	92%	92%	91%
WMJX-FM	93%	95%	91%	90%
WZLX-FM	92%	88%	91%	86%
WBZ-AM	91%	92%	89%	88%
WXKS-FM	88%	80%	89%	84%
WCRB-FM	87%	87%	88%	93%
WROR-FM	85%	82%	84%	78%
WBUR-FM	63%	76%	55%	60%

## Percentage of **CRB Classical 99.5** audience that **DO NOT** listen to:

Station	Adults 18+	Adults 25-54	Adults 35+	Adults 35-64
WXKS-FM	96%	92%	95%	90%
WBZ-AM	94%	95%	93%	91%
WZLX-FM	93%	90%	92%	83%
WBZ-FM	91%	91%	89%	81%
WMJX-FM	89%	90%	87%	86%
WROR-FM	86%	83%	85%	83%
WBUR-FM	81%	89%	78%	86%
WGBH-FM	80%	82%	82%	88%

How to read: 93% of Adult 18+ GBH 89.7 listeners do not listen to WBZ-FM during drivetimes. | Source: Nielsen TAPSCAN, Boston Metro, JUL 2024, M-F 6a-10a + 3p-7p

# Local NPR for the Cape, Coast & Islands

CAI brings in-depth local and national news, information and smart entertainment to radio listeners on Cape Cod, Nantucket, Martha’s Vineyard and the South Coast. Local businesses can connect with this large tight-knit community and support a vital public service by sponsoring CAI.

Less clutter means your message stands out.



Commercial radio



1-2 minutes of sponsorship time per hour



Up to 14.5 minutes of promo time per hour

## 72%

of NPR listeners **prefer to buy** products from companies that sponsor an NPR station.

Source: Kantar, NPR State of Sponsorship Survey, March 2022

CAI was the winner of **3 Edward R. Murrow Awards and 2 Alfred I. duPont-Columbia Awards** in 2023.

CAI is the **#1** news and talk radio station on the Cape & Islands.



### **The Point on CAI** (Weekdays at 9a)

Mindy Todd hosts CAI’s award-winning public affairs show and engages guests and listeners with lively and informative conversations on topics with a regional focus. On Fridays, CAI News Director Steve Junker hosts the Weekly News Roundup with reporters from New Bedford, Provincetown, Martha’s Vineyard and Nantucket.

# Programs that inform and inspire

GBH television features programs produced at GBH and from PBS. Science, drama, and history programs invite viewers to engage with the world around them. Program, genre and run-of-schedule sponsorship packages are available.

## Exclusive

86% of PBS viewers believe PBS provides content they cannot find anywhere else.<sup>1</sup>

## Effective

58% of PBS viewers would prefer to buy a product or service from a company because they sponsor on PBS.<sup>1</sup>

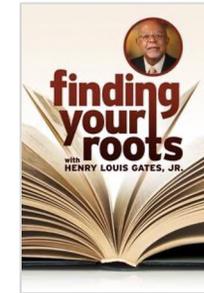


Get non-skippable pre-roll ads in the **PBS App**, PBS's on-demand streaming platform available on CTV and mobile devices.

Live broadcasts of GBH TV can also be seen on:



For the 21st year in a row, PBS has been chosen **#1 in public trust**<sup>2</sup>



Source: <sup>1</sup>Kantar | SGPTV, US Video Audience Insights 2023 | <sup>2</sup>Proof Insights, Jan 2024

# 24/7 powerful nonfiction stories

WORLD illustrates the range, complexity, and resilience of humanity, and demonstrates that change is possible. The programming roster mixes award-winning documentaries, GBH-produced series, and PBS signature series NOVA, *American Experience*, and FRONTLINE.

## WORLD connects sponsors to an engaged and informed audience

WORLD viewers are more likely to:



**How to read:** Compared to the average adult, viewers of WORLD Channel are **310% more likely to have contributed \$500+ to an environmental organization in the last 12 months.**

Source: 2024 MRI-Simmons Spring Doublebase USA, A18+ | compilation of programming airing on WORLD Channel | \*in the last 12 months

## GBH WORLD Original Series & PBS Signature Programs:



**America ReFramed** brings to life compelling stories, personal voices, and experiences that illuminate the contours of our ever-changing country.



**Bloomberg Wall Street Week**—A weekly program telling the stories of capitalism from around the world, hosted by David Westin in New York.



**Doc World** is a weekly series that showcases the best international documentaries from around the globe.



**Local, USA** is a half-hour documentary series, curated around a single theme, that features stories from people around the U.S.



**Stories from the Stage** – invites storytellers from around the world to share personal tales with a unifying theme.

## Award-Winning Content

- News & Documentary Emmy
- Peabody Award
- duPont-Columbia Award
- Webby Awards
- Nearly every award that honors programs that reflect their audiences



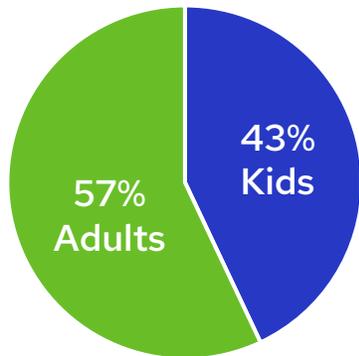
# #1 in educational content

Parents and caregivers turn to PBS KIDS on GBH for trusted content that entertains and educates. Our adult viewers are grateful to the sponsors that help make the kids programs possible and prefer to buy from a PBS KIDS sponsor.

## Reach adult decision makers on PBS KIDS

### Linear

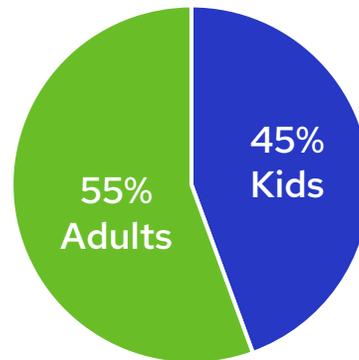
57% of PBS KIDS' linear audience is A18+\*



Source: NTI Live+7 April 2023–March 2024

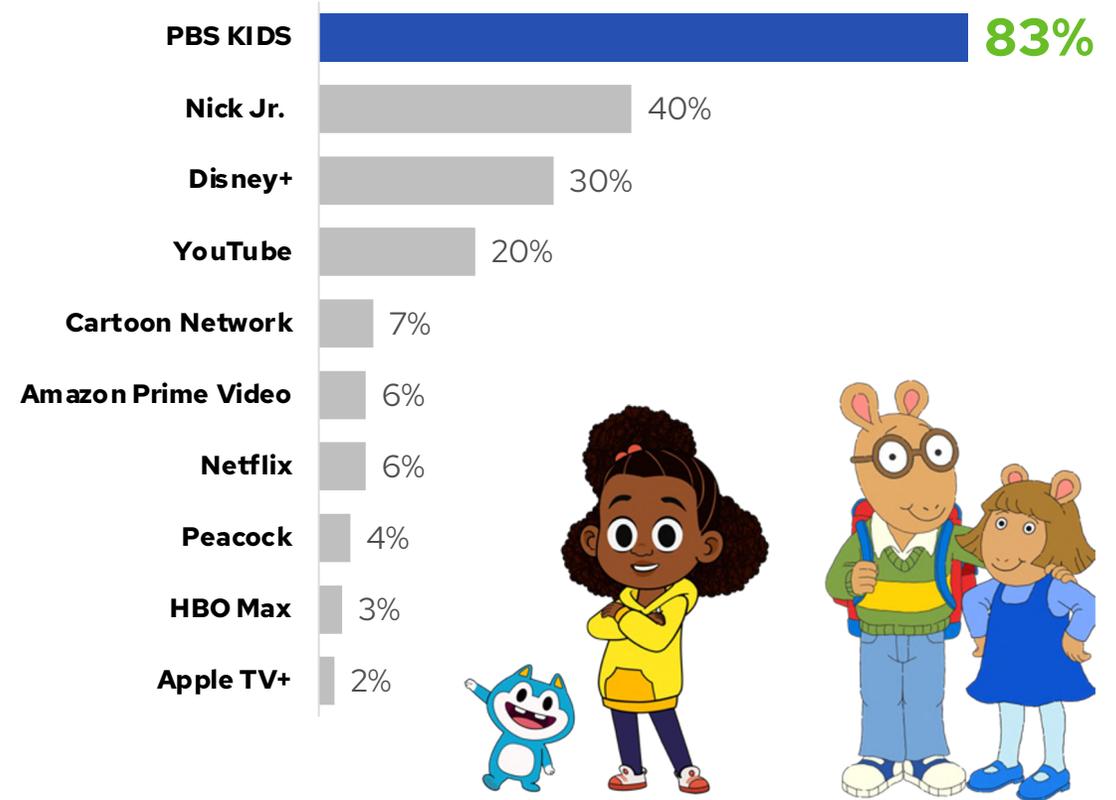
### Streaming

55% of PBS KIDS' OTT streaming audience is A18+\*



Source: Nielsen NTI Live+7 PBS KIDS streaming content ratings for PBS originated children's programming 2/26/2024 – 3/31/2024

## Parents agree PBS KIDS is the #1 educational media brand



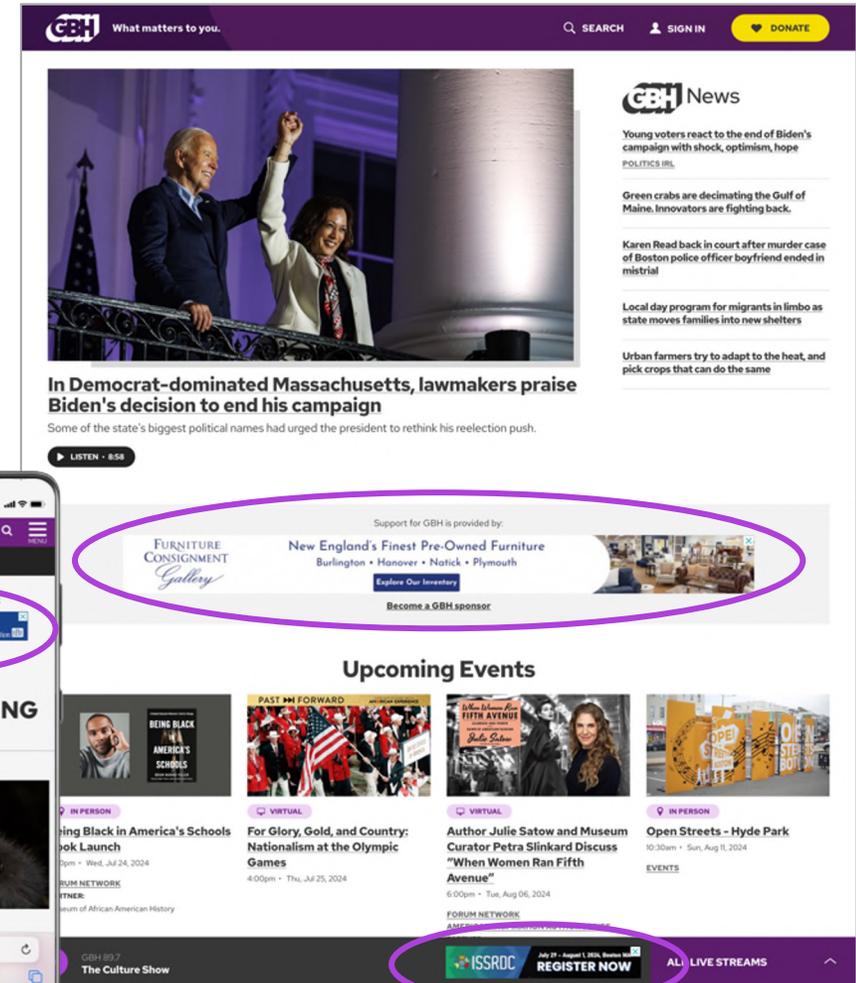
Source: Marketing & Research Resources, Inc. (M&RR), January 2023; of parents that "agree strongly" or "agree somewhat"



# Local reporting and on-demand programming

GBH digital increases the impact of TV and radio sponsorships by reinforcing on-air messaging and reaching a younger audience. Sponsors receive non-skippable pre-roll ads in live audio streams and IAB standard ads across the site.

GBH.org Homepage

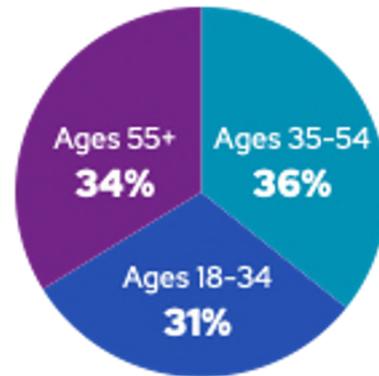


## What is on GBH.org?

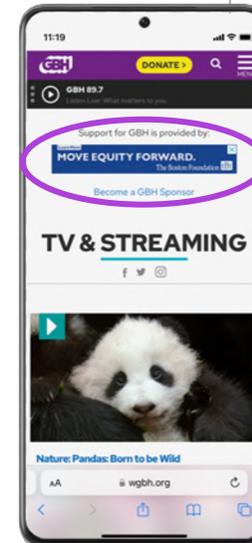
- GBH 89.7, Classical CRB 99.5, and music genre live streams
- Local and national news and long-form articles
- On-demand access to the best in PBS and locally-produced programs
- Calendar of GBH and community events
- General information about GBH

**gbh.org:**  
Over  
**1.38MM**  
monthly pageviews!

## Our digital audience



Source: Google Analytics, Avg Monthly 3/1/22-3/31/23 .

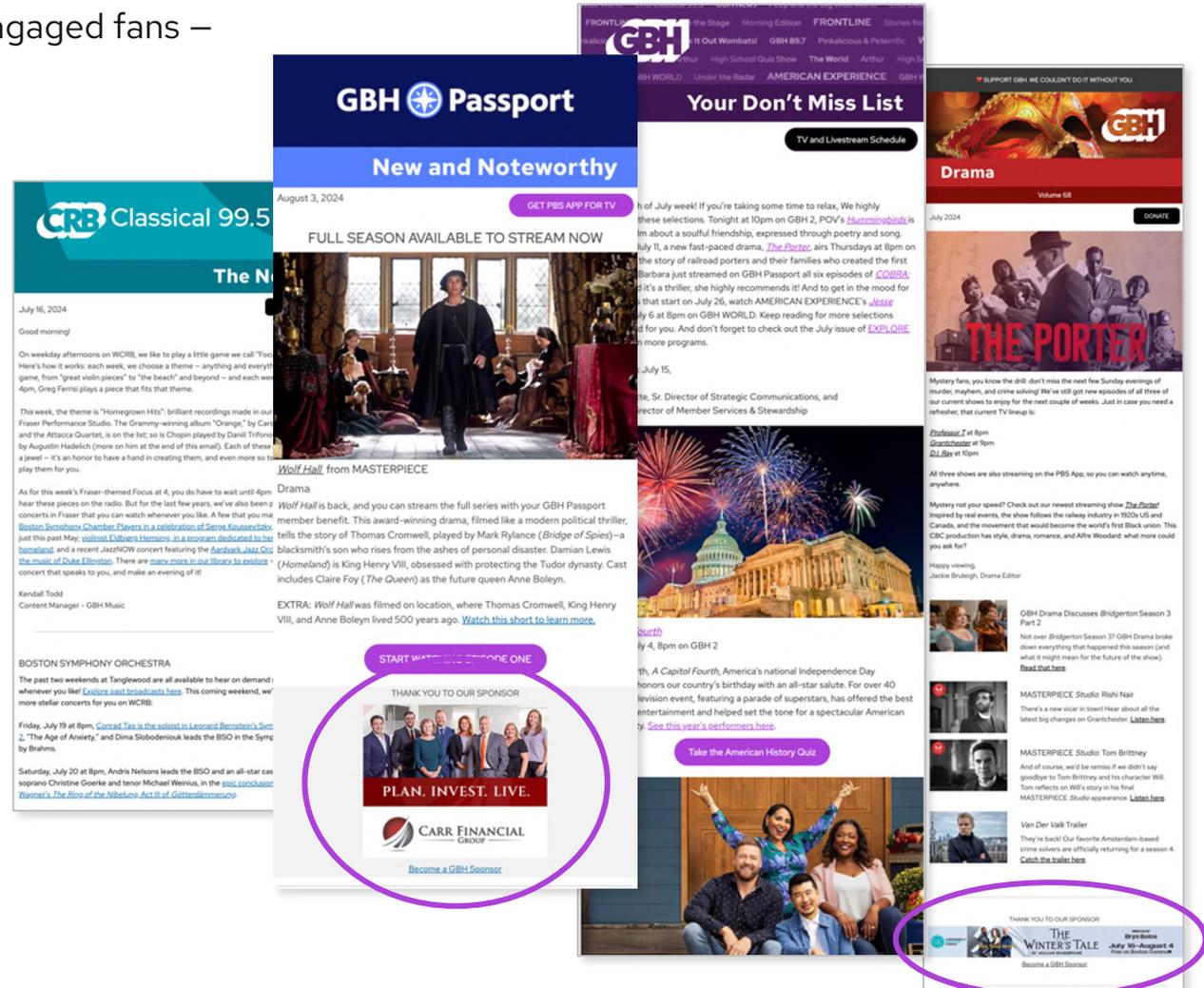


# Greater brand awareness within the GBH audience

Opt-in newsletters deliver your brand right to GBH's most engaged fans – your customers and prospects.

## GBH newsletters available for sponsorship:

- **Your Don't Miss List:** essential viewing and listening across GBH properties
- **GBH Daily:** local news, insights, and can't miss programs from Boston and beyond
- **GBH Drama Club:** the latest updates and dish about MASTERPIECE and other popular dramas
- **Passport:** a selection of binge-worthy and expiring programs on the PBS streaming app
- **The Note:** companion to CRB Classical 99.5



# Insightful & entertaining content on the go

GBH podcasts give our audience the chance to catch up their favorite GBH 89.7 shows and go behind the scenes of iconic PBS programs. Popular PRX productions are also available for geo-targeted buys through GBH.

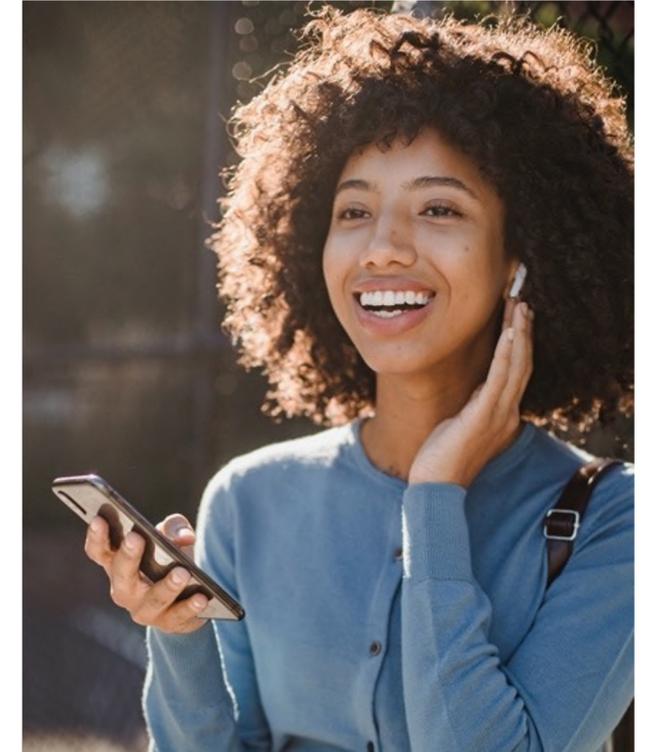
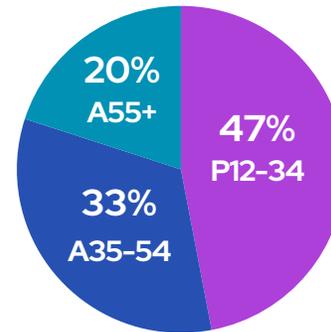
Podcast listeners take action after hearing about brands in their favorite programs.

74% have **visited a company or product's website**

65% have **purchased a product or service** as a result of hearing about a product or service on a podcast they regularly listen to.

53% are **more likely to purchase** a product after hearing about a product or service on a podcast, compared to other places they might hear it.

## Podcasts reach millennials and Gen X



Source: Super Listeners Study, 2021 ("Super Podcast Listener"= individuals who listens to 5 or more hours of podcasts per week)

## GBH EVENTS

# Community gatherings with purpose

GBH opens its doors to the community, making a space for genuine connections and “aha” moments. Our in-person and virtual events attract people with curious minds and open hearts. Events range from panel discussions with civic leaders to cross-genre music performances and food & wine tastings.



WELCOME TO  
**JazzNOW**  
FEATURING  
**Emerald Jazz**

A poster for the 'Emerald Jazz' event. It features a purple background with the text 'WELCOME TO JazzNOW FEATURING Emerald Jazz'. Below the text are four small images of jazz musicians. At the bottom left, there are logos for 'GBH Music' and 'JAZZ BOSTON'.

### Ask the Expert

Curious minds have an opportunity to pose their burning questions to a variety of subject matter experts. All events are virtual.

### Kit Events

Attendees receive a kit of ingredients or supplies so they can follow along with tastings or classes led by subject matter experts and GBH talent. Events can be in-person or virtual.

### Beyond the Page

Avid readers get a chance to connect with a notable author in this live Q&A event. Each event is hosted by a GBH personality. All events are virtual.

### GBH Music Series

GBH and CRB talent host unforgettable performances by local and national musicians. GBH Music events can be in-person, virtual, or hybrid.

### Special Events

Go behind-the-scenes, honor Heritage months, or join a discussion with a panel of experts! Sample topics include PBS Signature Series screenings and Ken Burns panel discussions.

### Stories from the Stage

Ordinary people share extraordinary experiences live on stage in front of a studio audience. Events are in-person.

# Sponsorship elements



GBH is your one-stop, worry-free shop for multiplatform sponsorships that reach your customers wherever they are.

## **RADIO: GBH 89.7, Classical CRB 99.5, CAI**

- :15 and :30 spots
- Produced by GBH to ensure spot adheres to FCC guidelines and the non-commercial nature of public media

## **TV: GBH 2, GBH 44, WORLD, CREATE**

- :15 spots
- Creative assets/footage provided by sponsor; GBH to edit to ensure spot adheres to FCC guidelines and the non-commercial nature of public media

## **DIGITAL**

- **Newsletters:** 728x90 display creative
- **GBH.org:** 970 x 250, 300 x 250, 970 x 90, 320 x 50, 728 x 90, 300x50 display creative
- **GBH 89.7 and Classical CRB 99.5 live stream:** non-skippable pre-roll :15 spot

## **PODCASTS**

- :15 spots dynamically inserted in pre-roll and/or mid-roll positions

## **GBH EXPLORE**

- Full-page or half page creative
- 4/color, no bleeds

## **EVENTS**

- Clickable logo and acknowledgement on event landing page, ticket page, and related emails
- Verbal acknowledgement at the event
- Tickets to the event
- Virtual events: logo on "waiting to start slide"
- In-person events: logo on screens in GBH Studios

# Sponsor Success Stories



"It feels great to be able to sponsor free and open journalism. Additionally, we've noticed that many of our customers are listeners of GBH. We'd highly recommend it to anyone trying to reach the Boston ecosystem - whether that's biopharma or the community at large."

Mark Kalinich, MD, PhD  
Co-Founder and CSO



"GBH is a trusted member of this community. Being aligned with GBH, that trust transfers over to the Village Bank. Being a GBH sponsor is really a partnership made in heaven."

Amy Werner  
Chief Retail and Marketing Officer



"We have customers come into the store all of the time who say they heard our sponsorship on CRB and GBH."

Ann Eckert  
Co-Owner



"We chose to sponsor GBH because we're all local, we're homegrown. So, when I go into somebody's apartment they can see 'Oh they have the same values I do.'"

Heather McKenney  
Clinical Leader, Nurse Practitioner



"When you partner with a respectable, honorable brand, it automatically elevates you."

Mahmud Jafri  
CEO



# Sponsor Success Stories



"We strive to inspire joyful lifelong learners. We know that GBH's listeners use GBH as an incredible source of information. So being aligned with that gives our prospects confidence in our approach."

Paul Keach  
Principal



"There's no doubt that S+H's customers and GBH's listeners are very much the same people, they're people who want quality. The most quality thing that a media organization can do is to get the facts and tell the truth. That's what GBH does, and we're honored to be associated."

Sarah Lawson  
Owner



"M. Steinert & Sons has been a GBH sponsor for decades. It's one of our major commitments in marketing every year, because it's the right thing to do because it's such a cultural institution, it's a gem, and it's effective for us."

Brendan Murphy  
Vice President



"I cannot tell you how many times I get thanked for sponsoring GBH in a week. I absolutely love it."

Ernie Boch Jr.  
Owner



"When people buy tickets to my theater, we ask them, 'Why did you decide to come to this theater?' We hear 'GBH' all the time."

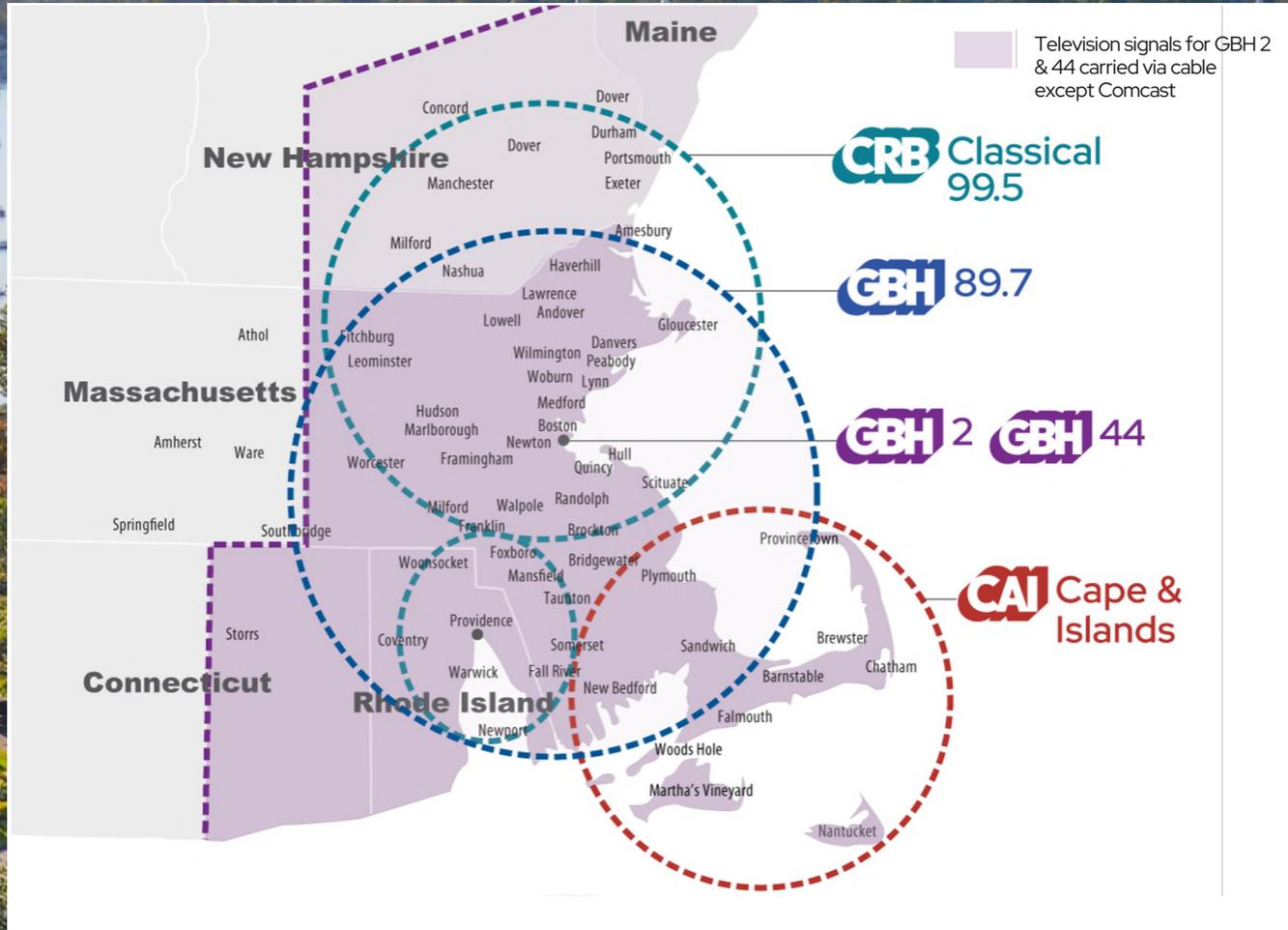
Bill Hanney  
Owner



# Cover New England with television and radio



GBH's powerful TV and radio signals reach households across New England.





# Multiplatform Sponsorships for Businesses in New England



RADIO • TELEVISION • DIGITAL • PRINT • PODCASTS • EVENTS

To learn more about how your business can benefit from a GBH multiplatform sponsorship, contact:

**Ted Petersen**

Managing Director, Local Corporate Sponsorship

617-967-5910

[ted\\_petersen@wgbh.org](mailto:ted_petersen@wgbh.org)