



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 networks¹

- 99% more likely to be in Top Management
- 65% more likely to be an Owner/Partner

They have incredible purchasing power¹

- 118% more likely to own a home valued at \$750k
- 75% more likely to earn a HHI of \$250k+

They value education and lifelong learning¹

- 150% more likely to have a master's degree

They are arts and culture enthusiasts²

- 99% more likely to have contributed to an arts/culture organization
- 177% more likely to have attended an opera or classical music concert, etc.*

RADIO: GBH 89.7

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.

GBH News and NPR

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



Commercial radio



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



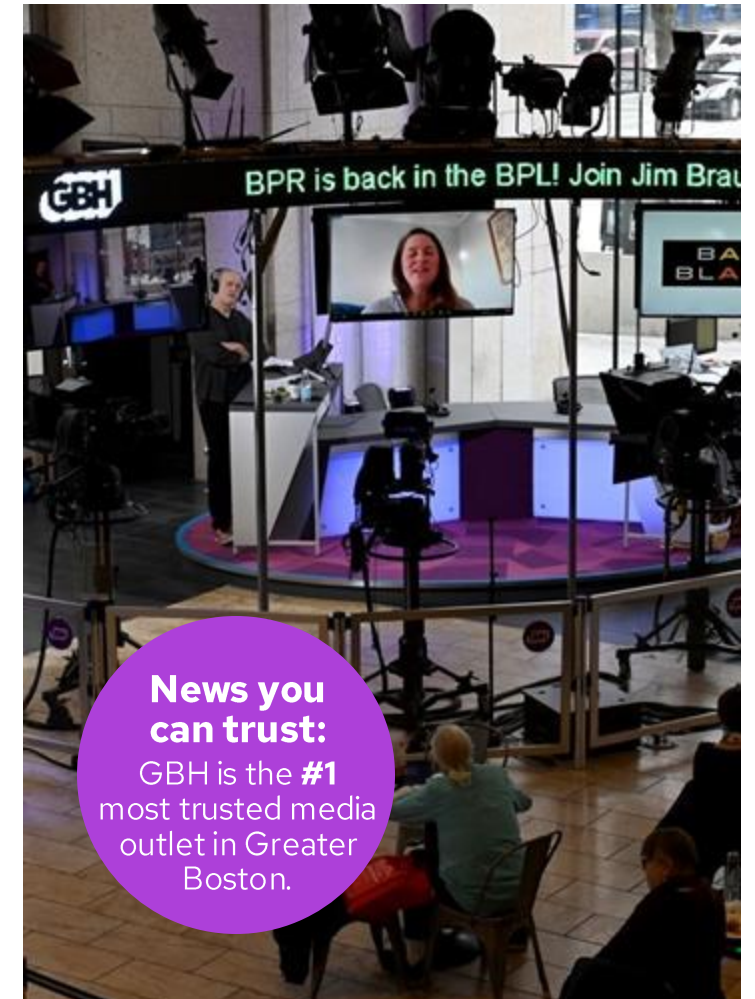
14:30 promo time = listeners tune out.



Award-winning news coverage

2024 recipient of:

- 1 Academy Award of Merit
- 2 National Edward R. Murrow Awards
- 3 Regional Edward R. Murrow Awards



News you can trust:

GBH is the **#1** most trusted media outlet in Greater Boston.

Source: "GBH Brand Tracking Survey", CitySquare Associates, Feb.2025, 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.

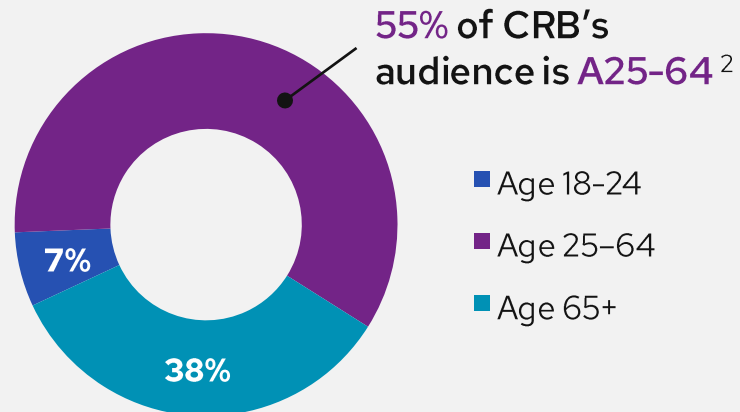
CRB is also streamed live on classicalCRB.org.

The CRB Audience

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

- Arts/Cultural (158 index)
- Environmental (140)
- Social Welfare (131)
- Education/Academic (120)

How to read: Compared to the average adult 18+ in the Boston DMA, listeners of 99.5 are 58% more likely to have contributed to an arts/cultural organization in the past 12 months.



Listeners love CRB Sponsors

Among public radio listeners:³

82% "feel more positive" about companies that sponsor CRB Classical 99.5"

70% say "I would **prefer to buy** a product or service from a company that sponsors CRB Classical 99.5"

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.



1-2 minutes of
sponsorship time
per hour

Commercial radio



Up to 14.5 minutes of
promo time per hour

68%

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

Source: Kantar, NPR State of Sponsorship Survey,
June 2023

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, Todd 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.¹

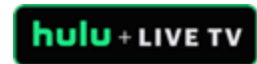
Effective

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

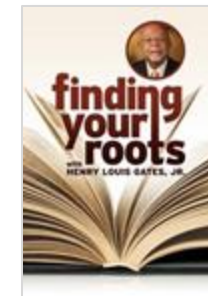


Get non-skippable pre-roll ads in the **PBS App**, PBS's on-demand streaming platform available on CTV and mobile devices.

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**²



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:

Have contributed \$500+ to an environmental org.*	MARKET AVERAGE	410
Have contributed to social services org.*		248
Be a member of a business club		236
Be a super-influential consumer (news)		209

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

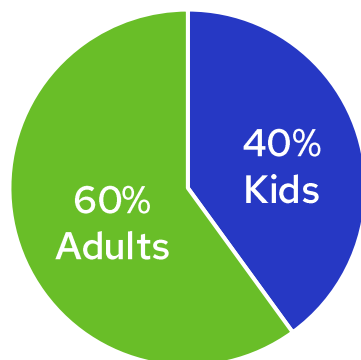
#1 in educational content

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

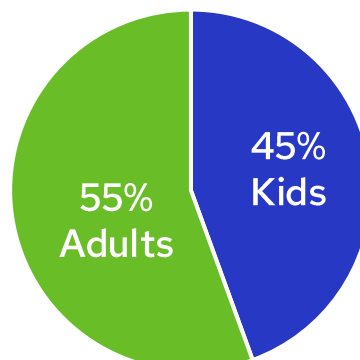
60% of PBS KIDS' linear audience is A18+*



Source: Nielsen NTI Live+7, 10/23-9/24, PBS KIDS combined programming

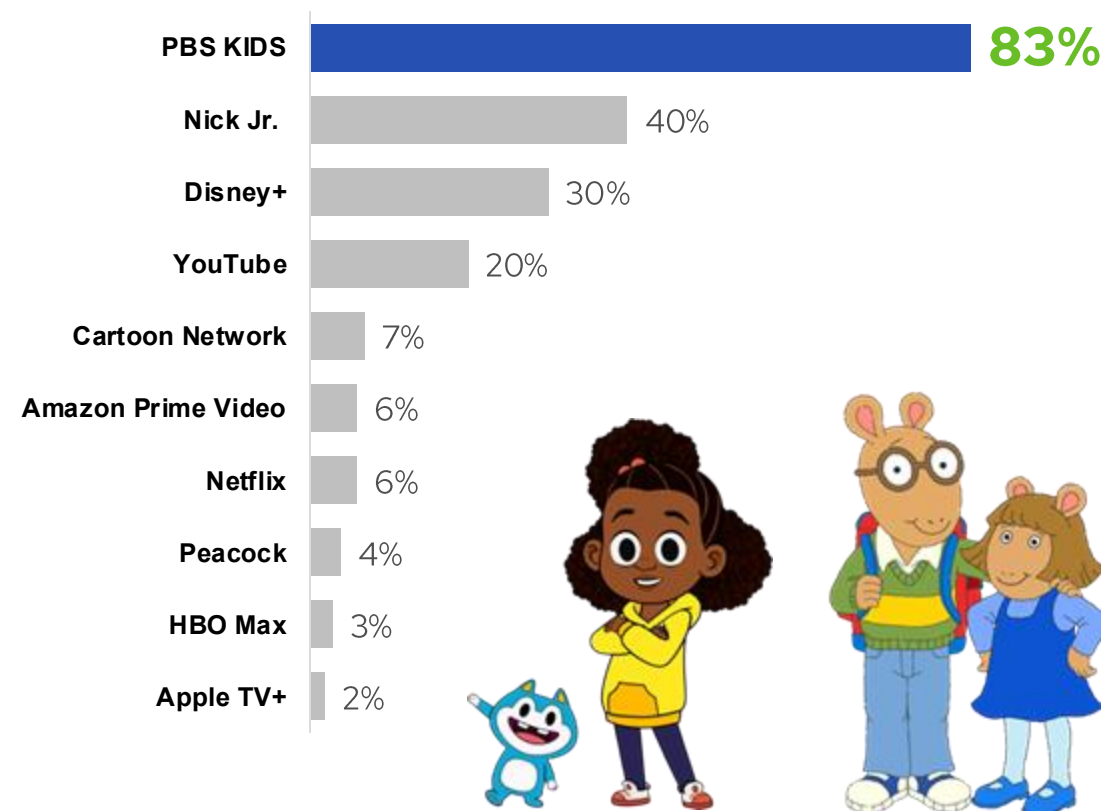
Streaming

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.

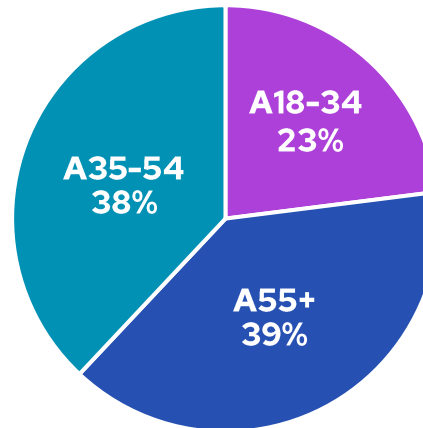
GBH.org Homepage

What is on GBH.org?

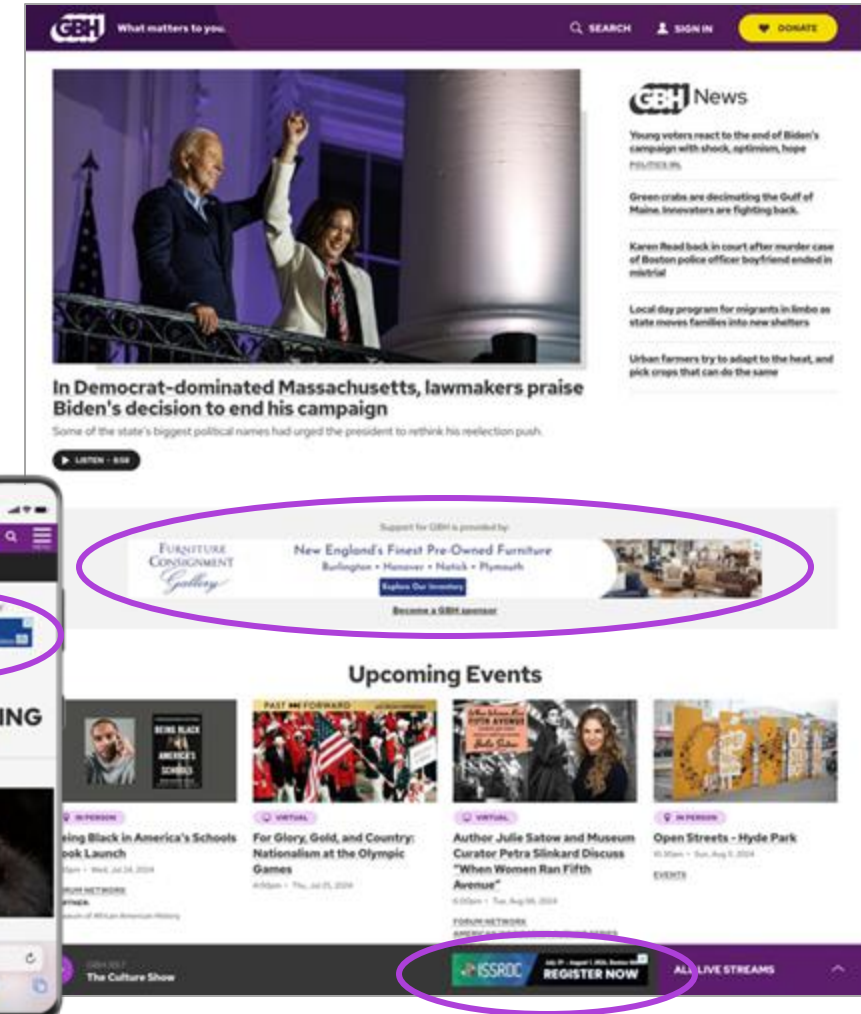
- GBH 89.7, Classical CRB 99.5, and music genre live streams
- Local and national news and long-form articles
- On-demand access to the best in PBS and locally-produced programs
- Calendar of GBH and community events
- General information about GBH

gbh.org:
Over
1.7MM
monthly pageviews!

Our digital audience



Source: Google Analytics, Avg Monthly, Jan-Jun 2025



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:

- **The Deep Dive:** A themed email that offers a deeper look at top docs and films to watch now.
- **GBH Passport: New & Noteworthy:** Gives GBH members recommendations for what to stream on the PBS App.
- **GBH Events Weekly:** A weekly roundup of upcoming virtual and in-person events at GBH studios and cultural events around New England.
- **GBH News Rooted:** Companion email for GBH's YouTube and TV show *GBH News Rooted* (formerly *Basic Black*)
- **GBH Daily:** The latest local news, insights, and can't miss programs from Boston and beyond.
- **The Note:** On-air highlights, upcoming events and exclusive behind the scenes content
- **Jazz:** Co-authors Al Davis and Tyler Alderson share the latest jazz concerts, events, radio programming, and special digital features.



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.

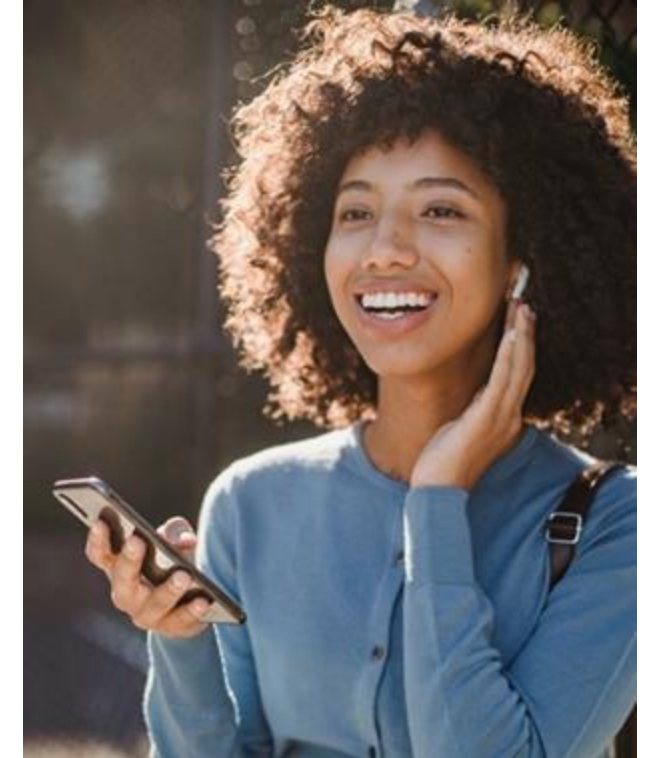
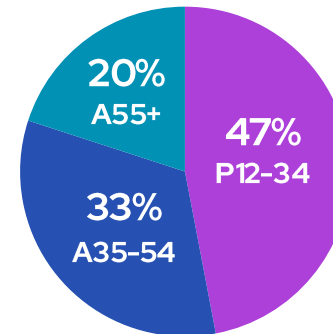
Podcast listeners take action after hearing about brands in their favorite programs¹.

69% were happy with the purchase they had made from podcast sponsors or ads.

63% of listeners visited a company or product's website

58% are more likely to purchase a product after hearing an advertisement on a podcast, compared to other places they might hear advertisements.

Podcasts reach millennials and Gen X²



Source: ¹Nielsen. (2023). *Podcasting's Impact on Consumer Behavior*. | ²MRI Simmons Fall 2023 Doublebase, A18+ (listened to podcast(s) in last 30 days)

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

GBH Music JAZZ BOSTON



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.

PRINT

EXPLORE GBH

EXPLORE GBH is a gateway for sponsors to reach GBH members. Our monthly printed program guide, is one of the most cherished benefits for our members (donors). Featuring a primetime schedule and program highlights in a convenient calendar format, this guide is a go-to resource for GBH viewers.

Our loyal audience refers to EXPLORE GBH multiple times each month to find their favorite programs, ensuring your sponsorship message is seen repeatedly. By sponsoring EXPLORE GBH, your brand will gain visibility among a loyal and engaged community, aligning with the trusted reputation of GBH.

Features

- TV primetime programming schedule
- Calendar of "can't miss" programs

Sponsorship Opportunities

- **Full page** – 100% SOV
- **Half page** – 50% SOV
- **Full color**

75% of recipients refer to
EXPLORE GBH multiple times
per month¹

Source: GBH Member Survey May 2023



Sponsorship opportunities



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



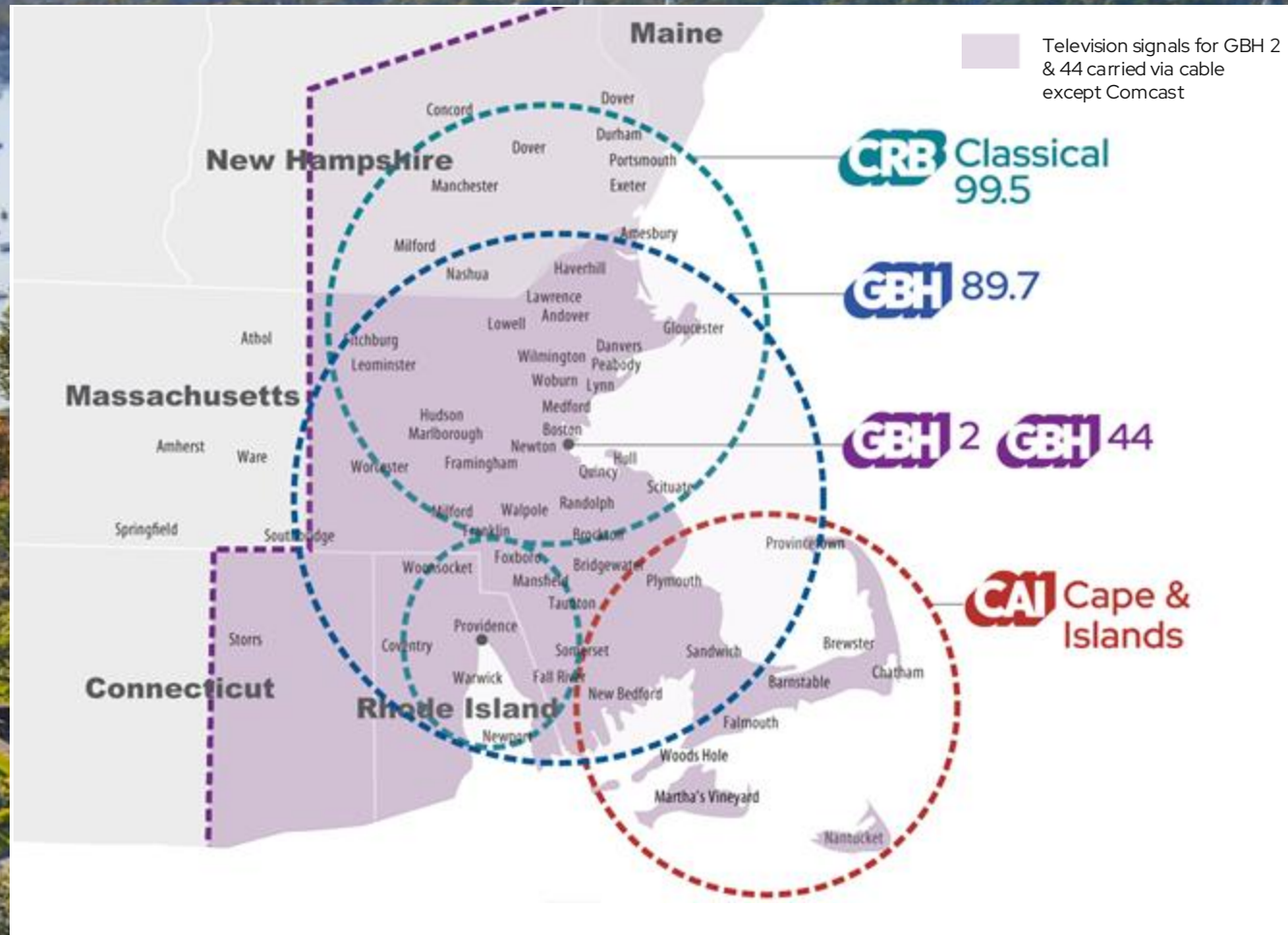
"When people buy tickets to my theater, we ask them, 'Why did you decide to come to this theater?' We hear 'GBH' all the time."

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

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