DIGITAL OVERVIEW
CONNECT WITH LISTENERS, VISITORS, STREAMERS AND APP USERS

24/7 AUDIO STREAMING
637,000 Monthly Sessions

WEBSITE
1,063,000 Monthly Page Views
351,000 Monthly Unique Visitors

MOBILE LISTENING APPS
102,000 Monthly Sessions
60,000 Total Downloads

GPB SPORTS: FOOTBALL APP
519,000 In-Season App Sessions
89,000 Total Downloads

NEWSLETTER
131,000 Subscribers

SOCIAL MEDIA
118,000 Connections
GPB.org Website Banner Ads

GPB.org engages fans with award-winning storytelling, extending and enhancing its broadcast content. Several ads offer flexible options to keep your organization’s message in front of the influential GPB audience.

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
In-Banner Video Ads

Express Your Message with Video — both banner options provide space for video and accompanying text / imagery

970x50
EXPANDING IN-BANNER VIDEO AD
Top center, above the fold, expands to 970x300 with space for clickable text or imagery next to the video

300x250 IN-BANNER VIDEO AD
Right rail, with space for clickable text beneath the video
GPB.org runs four 24x7 audio streams: Georgia, Atlanta, Savannah and Macon. When visitors select the Listen Live button on the website, GPB’s media player launches, engaging the listener with a pre-roll audio ad synchronized with a 300x250 banner ad.

**AUDIO PRE-ROLL**
15 seconds

**300x250 BANNER AD**
Synchronized with audio
GPB Podcasts

GPB’s podcasts are a new and exciting way to reach some of GPB’s most loyal listeners with engaging shows featuring host-read ads.

**AD UNITS**

- 15-second audio pre-rolls
- 15-second audio mid-rolls

**SHOWS**

**The Bitter Southerner Podcast**
From the magazine that has won four James Beard Awards, editor-in-chief Chuck Reece explores Southern culture and the South’s contributions to American life, painting a very different — and truer — picture of the region.

**The Credits**
Atlanta-based location manager Kalena Boller goes on set to meet the people who work in Georgia's multi-billion dollar film industry.

**Political Rewind**
Veteran Atlanta radio personality Bill Nigut calls the “political game in Georgia more dynamic than ever.” Nigut breaks down complicated issues, speaking directly to the decision makers at the local, state and federal level.

**On Second Thought**
Join host Virginia Prescott for timely conversations about Georgia arts, health care, education, race, and politics. The no-pundit policy emphasizes information, not talking points.

**Speakeasy**
Denene Millner, a noted journalist, New York Times bestselling author and host of TV’s A Seat at the Table, brings audiences intelligent and insightful features, interviews, and commentary on pop culture, arts, news and entertainment.
Mobile Listening Apps

Fans of GPB’s content tune in using mobile apps, available on Apple and Android devices. A mixture of high impact audio and banner ads makes it an effective platform to reinforce on-air messaging. Apps include:

- Georgia
- Atlanta
- Savannah
- Macon

**AUDIO PRE-ROLL**
15 seconds

**FULL SCREEN BANNER**
Synchronized with audio

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

Sponsors may also submit high resolution ads. See ad specifications for details and full list of available ad sizes.
GPB Sports: Football Mobile App

The largest high school football audience in Georgia keeps up with the action, news and scores via the GPB Sports: Football Mobile App on smartphones and tablets.

728x90 BANNER AD
Tablet

300x250 BANNER AD
Tablet

320x100 BANNER AD
Tablet and Smartphone

320x50 BANNER AD
Tablet and Smartphone
GPB eNews

GPB’s semimonthly newsletter, *GPB eNews*, reaches some of our most engaged audiences — **131,000 subscribers** — on the **15th** and the **30th** of each month. Ads appear alongside announcements about upcoming programming and community events.

### 768x500 BANNER ADS
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

GEORGIA PUBLIC BROADCASTING
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