HEAR IT. SEE IT. CLICK IT.
MULTIPLE HOUSTON PUBLIC MEDIA PLATFORMS PROVIDE MULTIPLE TOUCHPOINTS

24x7 AUDIO STREAMING
1,086,000 sessions / month

WEBSITE
466,000 page views / month

PODCASTS
104,000 downloads / month

APPS
47,000 total downloads
71,000 sessions / month

NEWSLETTER
59,000 subscribers

SOCIAL MEDIA
80,000 connections and growing

“Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.”
— Nielsen
Houston Public Media engages fans with award-winning content across multiple digital platforms, including its website with ads optimized across various devices.

**970x50 EXPANDING AD**
Top center, above-the-fold, expands to 970x300

**300x250 BANNER ADS**
Right rail

**320x50 SMARTPHONE BANNER AD**
Top center, above-the-fold

**CONTENT TARGETING AVAILABLE**
- Music Zone
- Run-of-site
970x50 EXPANDING IN-BANNER VIDEO AD
Top center, above-the-fold, expands to 970x300 with space for clickable text or imagery to the right of the video

300x250 IN-BANNER VIDEO AD
Right rail, with space for clickable text beneath the video

When rich media is used in place of standard banners, site visitors are:

43% more likely to have their attention drawn to an ad
23% more likely to remember brand messaging

Source: comScore / IAB
MEDIA PLAYER
24/7 STREAMING CONTENT
Plug in to the streaming audience with audio ads targeted to a specific stream

STREAMS
• 1,086,000 sessions / month

AD UNITS
• 15-second audio pre-roll
• Synchronized 300x250 banner (desktop only)
MOBILE APP

Make a memorable experience using Houston Public Media's various mobile apps, available on Apple and Android devices

APPS
• News
• Classical

AD UNITS
• 15-second audio pre-roll
• 320x50 adhesion banner ad

47,000 total downloads
71,000 sessions / month
PODCAST & ON-DEMAND
All about convenience, fans catch episodes on their time, on their audio player of choice, and on their device of choice

ABOUT PODCASTS
• Fans listen on audio player of choice (iTunes, Stitcher, TuneIn, etc.)
• Consumed across laptops, tablets and smartphones

HOUSTON PUBLIC MEDIA SHOWS
• The Engines of Our Ingenuity
• Encore Houston
• Houston Matters
• Party Politics
• Unwrap Your Candies Now

LEAN-IN LISTENING
77% of NPR podcast listeners have taken action in response to a sponsorship announcement in an NPR podcast

Source: NPR All Podcasts Survey, April 2019

Photo Credit: Headphones by Ben Loomis — Sourced via Flickr Creative Commons
Houston Public Media’s weekly newsletter, *This Week*, reaches some of our most engaged audiences. Ads are mixed in with the top stories, providing prominence in an uncluttered landscape.