Houston Public Media
A SERVICE OF THE UNIVERSITY OF HOUSTON

DIGITAL ENGAGEMENT

LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW HOUSTON PUBLIC MEDIA
MULTIPLE HOUSTON PUBLIC MEDIA PLATFORMS PROVIDE MULTIPLE TOUCHPOINTS

24x7 AUDIO STREAMING
1,368,000 sessions / month

WEBSITE
539,000 page views / month

PODCASTS
122,000 downloads / month

APPS
41,000 total downloads
74,000 sessions / month

NEWSLETTER
55,000 subscribers

SOCIAL MEDIA
103,000 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
IN-BANNER VIDEO ADS

Express your message with video – the expanding video banner option provides space for video and accompanying text and imagery.

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
SIDEKICK ADS

Put your brand front and center in a non-intrusive fashion with this user-initiated rich media ad

**300x250 SIDEKICK AD**
Right rail, expands to 850x700 to allow for high-impact messaging

Icon Credit: click by Aybige from the Noun Project
MEDIA PLAYER
24/7 STREAMING CONTENT
Plug in to the streaming audience with audio ads targeted to a specific stream

STREAMS
• 1,368,000 sessions / month

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

Photo Credit: Headphones by Paul Hudson — Sourced via Flickr Creative Commons
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 – stays fixed on screen as users utilize app

41,000 total downloads
74,000 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

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

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

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.

**630x90 BANNER AD**

**630x330 OR TWO 300x250 BANNER ADS**