HEAR IT. SEE IT. CLICK IT.
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

Photo Credit: Phones by Fairphone — Sourced via Flickr Creative Commons
HOUSTONPUBLICMEDIA.ORG

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

Photo Credit: Photo by Photographer — Sourced via Flickr Creative Commons
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 850x500 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

Photo by gdsteam — Sourced via Flickr Creative Commons
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

AD UNIT

15-second audio pre-roll
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.