As Connecticut’s only statewide, multiplatform public media organization, Connecticut Public reaches an upscale, responsive audience of decision makers in a trusted brand environment. Our multi-platform digital products include web, podcasts, e-newsletters, social and online streaming.

Our loyal online visitors value our independent and balanced news, information and entertainment. Your message will stand out on our uncluttered platforms.
Connecticut Public is media for the curious, and our audience is connected to the news, information and entertainment they love through CPTV.org, WNPR.org and other targeted digital platforms. That connection extends to our sponsors.

Public media’s “Halo Effect” casts a glow on the brands that sponsor us:

- **71% of PBS viewers say** companies who sponsor PBS provide a valuable public service.
- **68% agree that** sponsors are committed to quality and excellence, and 64% agree that PBS sponsor messages are seen as different and better.*
- **87% of NPR listeners report that** they discuss content with friends, family and colleagues, while 83% take action in response to something heard on public radio.
- **85% find** the programming on their local NPR station is personally important to them.
- **71% of NPR listeners** hold a more positive opinion of companies that support NPR.**

<table>
<thead>
<tr>
<th>WEBSITES</th>
<th>SESSIONS</th>
<th>PAGEVIEWS</th>
<th>MOBILE PAGEVIEWS</th>
<th>USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNPR.ORG</td>
<td>140,939</td>
<td>251,812</td>
<td>45.3%</td>
<td>93,593</td>
</tr>
<tr>
<td>CPTV.ORG</td>
<td>50,814</td>
<td>78,800</td>
<td>27.7%</td>
<td>22,719</td>
</tr>
</tbody>
</table>

DIGITAL ADVERTISING OPPORTUNITIES

CPTV.ORG DISPLAY BANNER: 300X250

**AVAILABLE ON:**

Popular medium rectangle display banner ad available. Three positions available in right rail also display in mobile view.

**SPECS:**

- 300x250 banner creative plus link URL
- .JPG, .GIF or .PNG
- Run of site placement or targeted units on Schedule page
- Mobile Responsive
- Available by date range

---

CPTV.ORG DESKTOP LEADERBOARDS + MOBILE DISPLAY BANNER

**AVAILABLE ON:**

Available on every page of CPTV.org OR - May be targeted as exclusive positions for Homepage and Schedule page.

**SPECS:**

- Client must provide both 728x90 banner creative (for desktop view) and 320x50 creative (for mobile view)
- .JPG, .GIF or .PNG
- Run of site placement OR targeted to homepage or schedule page
- Mobile Responsive
- Available by date range

---

**DESKTOP VIEW OF HOMEPAGE**

**SCHEDULE PAGE**
DIGITAL ADVERTISING OPPORTUNITIES

WNPR.ORG DESKTOP DISPLAY BANNER: 300X250

AVAILABLE ON:

SPECS:
- 300x250 banner creative plus link URL
- .JPG, .GIF or .PNG
- Run of site placement (Non-mobile responsive units)
- Available by date range

WNPR.ORG MOBILE DISPLAY BANNER: 320X50

AVAILABLE ON:

SPECS:
- 320x50 plus link URL
- .JPG, .GIF or .PNG
- Available by date range
This large ad unit offers a creative one-two punch that expands to display longer-form content with optional video. Users click on the banner ad to expand to a large display image at the top of the homepage.

**SPECs:**
- **2-part creative.** Client must provide 970x90 and 970x415 artwork for desktop, plus 728x90 and 728x315 for tablet plus link URL
- 320x50 static artwork for Smartphone viewport display on every page of WNPR.org’s mobile website plus link URL
- .JPG, .GIF or .PNG
- **Video option:** Client provides MP4 video file. Maximum video length is 3 minutes, but shorter is recommended.
- Exclusive 100% share-of-voice ad unit.
- Available by date range
Reach more than 17,900 subscribers five days a week — every Monday-Friday — alongside the region’s most trusted local, regional and national news, information and thought-provoking ideas.

UNITS:
- Leaderboard 728x90
- Medium Rectangle 300x250 banners
- Weather Sponsorship – Your Logo 170x50
“WHAT’S ON” WEEKLY EMAIL NEWSLETTER FROM CONNECTICUT PUBLIC TELEVISION

AVAILABLE ON:

Reach more than 27,500 subscribers every Friday. What’s On! Highlights upcoming programs, events and specials on CPTV, Spirit and Create television channels.

UNITS:
- “Barker” banner 600x150
- Medium Rectangle 300x250 banner
Listen, watch and get inspired on the go!
Connecticut Public’s new mobile app was released in August of 2019 and has been steadily gaining audience, driven by an ongoing multimedia awareness and marketing campaign. The app is available for both Apple and Android devices and is responsive to mobile phones and tablets.

Users get everything they love from PBS, NPR and Connecticut Public in their pockets:
- Live radio stream from Connecticut Public
- Podcasts of local and national public radio shows including Where We Live and the Colin McEnroe Show, The Wheelhouse and NEXT
- Streaming video shows from CPTV and PBS
- Free streaming PBS Kids programs and games
- Local and national NPR news reports and more.

UNITS:
- “Sticky” banners are available at the tops of the NEWS, WATCH and LISTEN screens.
- Sizes for tablets and mobile: 1024x50, 768x50, 640x100, 320x50, 2048x100, 1536x100
PRE-ROLL AUDIO ON RADIO LIVESTREAM

AVAILABLE ON:

Livestream is delivered from WNPR.org website, mobile website, mobile app and smart speakers.

SPECs:
- Minimum 25% Share of voice
- 15-second MP3 pre-roll audio

PRE-ROLL, MID-ROLL AND POST-ROLL AUDIO ON PODCASTS

AVAILABLE ON:

Pre-roll on all of our local podcasts: Where We Live, The Wheelhouse, The Colin McEnroe Show, NEXT, The Faith Middleton Food Schmooze

SPECs:
- 1 Pre-roll, 2 mid-roll positions are available
- Pre-roll:
  - 15-second MP3 audio
- Mid-roll 1:
  - 30-second MP3 audio
- Mid-roll 2:
  - 30-second MP3 audio
Design Specifications & Notes for Digital Ad Creation

- For all banner display ads, client must supply a destination URL for click-through.
- Banner artwork files must be .png, .gif, or .jpg format and must be at least 72 dpi at final display size.
- Animated banner ad creatives are acceptable for 300x250 units. They must be .gif or HTML5. Animation must be soundless. (Flash animation is no longer supported by major web browsers and will not be accepted.) If you require creative assistance in building these ads, please let us know.
- Note that display size, quality and resolution vary and are may be dependent on individual pc or mobile devices settings.
- Best design practice is to keep the design clean and simple with images that are readable at small sizes.
- Keep text to a minimum and avoid using small or elaborate fonts (such as script fonts).
- If the background of the ad is not a color, please frame the banner with at least a 1 pixel rule.
- For more tips on optimal display ad design, refer to [https://www.adweek.com/digital/4-tips-making-banner-ads-actually-might-work-174945/](https://www.adweek.com/digital/4-tips-making-banner-ads-actually-might-work-174945/)
- Please submit all artwork to your account manager.
- Please refer to Public Media advertising guidelines here:
  - PBS: [https://docs.pbs.org/display/PX/Policies+and+Requirements+for+General+Audience+Programs#PoliciesandRequirementsforGeneralAudiencePrograms-DigitalCreativemaynotinclude](https://docs.pbs.org/display/PX/Policies+and+Requirements+for+General+Audience+Programs#PoliciesandRequirementsforGeneralAudiencePrograms-DigitalCreativemaynotinclude)
CONNECTICUT PUBLIC IS MEDIA FOR THE CURIOUS.
Through our mission to inform, educate and inspire the people of Connecticut, we connect people of all ages to high quality journalism, storytelling, education and experiences, and amplify the voices of our diverse communities. As Connecticut’s community-owned, statewide public media organization, Connecticut Public serves nearly one million citizens each month through our television, radio, digital and print, as well as live, engagement events throughout the year. Through our many digital services, Connecticut Public content is available 24/7/365, meeting our public where they want to watch, listen and engage.

YOUR BEST CUSTOMERS LISTEN HERE.

UNIQUELY UNCLUTTERED.
PREMIUM AUDIENCE.
LOYAL TO SPONSORS.
MULTI-PLATFORM REACH.

Add Connecticut Public to your marketing plan.
Contact us today. Call 860.275.7202, email sponsor@ctpublic.org, or visit mediakit.ctpublic.org