DIGITAL ENGAGEMENT

LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW HOUSTON PUBLIC MEDIA

Houston Public Media
A SERVICE OF THE UNIVERSITY OF HOUSTON
Multiplatform Marketing Deepens Connections

<table>
<thead>
<tr>
<th>Platform</th>
<th>Monthly Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/7 Audio Streaming</td>
<td>1.1M sessions / month</td>
</tr>
<tr>
<td>Website</td>
<td>684K page views / month</td>
</tr>
<tr>
<td>Podcasts</td>
<td>123K downloads / month</td>
</tr>
<tr>
<td>App</td>
<td>53K sessions / month</td>
</tr>
<tr>
<td>Newsletter</td>
<td>59K subscribers</td>
</tr>
<tr>
<td>Social Media</td>
<td>877K impressions / month</td>
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</tbody>
</table>

“Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.”

— Nielsen

Metrics internally sourced, Feb-Apr 2021
HPM Website | Display Banners
Associate Your Business with Credible Content in a Brand Safe Environment

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

300x250 BANNER AD
Right rail

320x50 MOBILE BANNER AD
Top center, above-the-fold

CONTENT TARGETING AVAILABLE
• Music Zone
• Run-of-site

Listening on a mobile device accounts for 30% of all time spent listening to audio — an increase of 67% since 2014

Source: Share of Ear® report, March 2021, Edison Research, Americans 13+ 
HPM Website | Rich Media Banners
In-Banner Video and Sidekick Enhance Eye-catching Creativity and Interactivity

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

300x250 BANNER 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 attention drawn to an ad
23% more likely to remember brand messaging
Source: comScore / IAB

300x250 SIDEKICK AD
Right rail, expands to 850x500 allowing high-impact messaging

300x250 SIDEKICK AD
WITH VIDEO
Right rail, expands to 850x500; space for clickable text or imagery next to the video
Media Player 24/7 Streaming
Gain Prominent Recognition at the Start of the Stream

15-SECOND PRE-ROLL
Synchronized 300x250 banner (desktop only)
Mobile App
Leverage the High Impact Combination of Audio with Banners

Fans tune in with station mobile apps, available on Apple and Android devices. On the Houston Public Media app they can choose news content, classical music or independent music.

AD UNITS
• 15-second audio pre-roll
• 320x50 adhesion banner ad — stays fixed on screen while one utilizes app
Podcasts
Immersive Listening Makes Your Message Memorable

15-SECOND PRE-ROLL

About Podcasts
- Users listen on audio player of choice such as iTunes, TuneIn, etc.
- Consumed across laptops, tablets, smartphones and smart speakers

Sponsorship Builds Positive Image

76% of public media podcast listeners have a more positive opinion of its sponsors

Source: Edison Research Podcasting Survey, May 2018

HOUSTON PUBLIC MEDIA SHOWS
- The Engines of Our Ingenuity
- Encore Houston
- Houston Matters
- Party Politics
- I SEE U
- Town Square
- HPM Newscasts
Newsletters | *This Week* and *Today in Houston*

Gain Affinity Among Core Fans in an Uncluttered Landscape

**THIS WEEK**
- 630x90 BANNER AD
- 630x330
- OR
- 300x250 BANNER AD

**TODAY IN HOUSTON**
- 630x90 BANNER AD

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