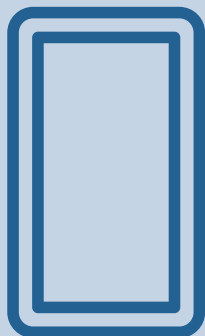




MISSISSIPPI
PUBLIC BROADCASTING



**MEDIA
KIT**

PLATFORMS WITH SPONSORSHIP OPPORTUNITIES

MONTHLY



RADIO

140.9K people reached monthly
Broadcast and livestream listeners on the air, smart speakers and apps



TELEVISION

815K people reached monthly
Broadcast on the air and
livestreaming on TV apps and laptops



PBS KIDS LIVESTREAM

39.9K people reached monthly
Kids channel on smart TVs, devices
and apps



DIGITAL APP

78.5K sessions a month
Across devices and platforms on
mpbonline.org and our MPB App.



PUBLICATIONS

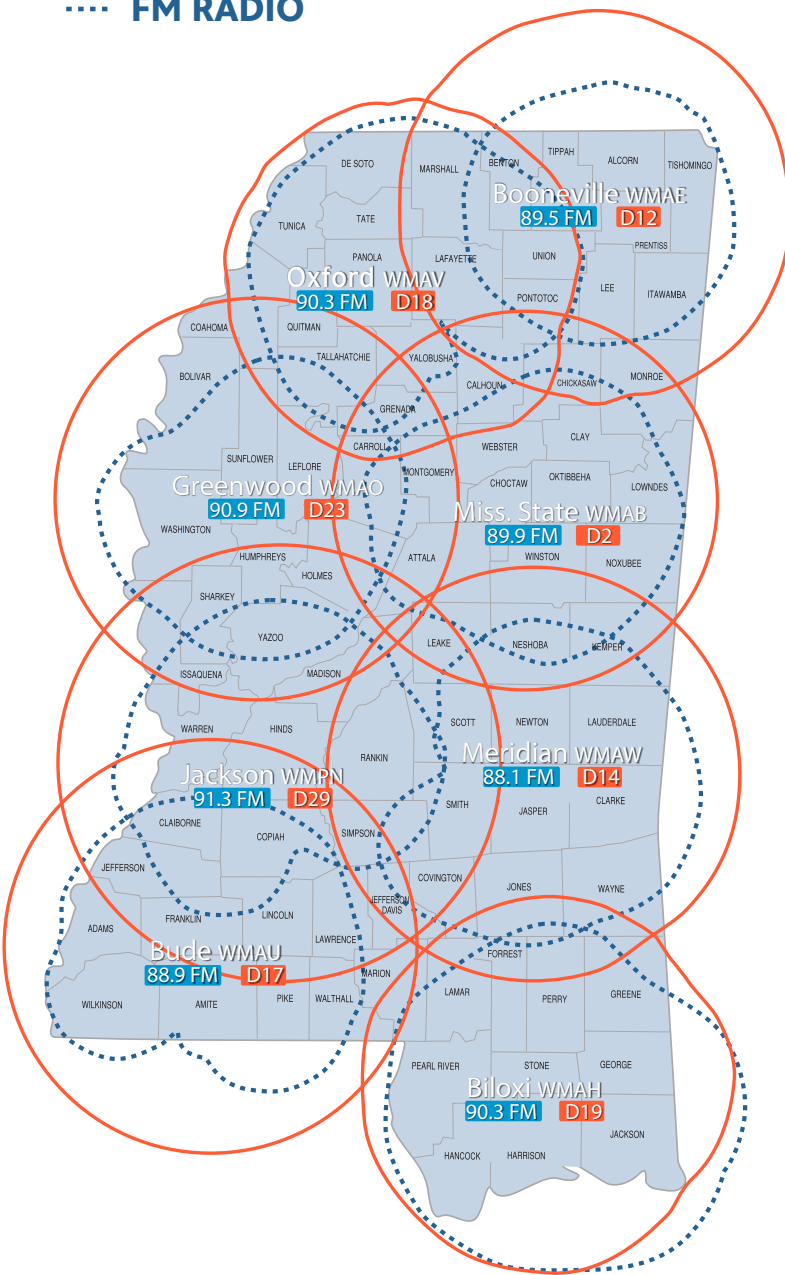
26 K people reached monthly
Through Fine Tuning publications
and our email newsletter

MISSISSIPPI

PUBLIC BROADCASTING

RADIO AND TELEVISION STATEWIDE COVERAGE MAPS

— DIGITAL TV
.... FM RADIO



6 BENEFITS OF SPONSORSHIP ON MPB:

Connect to an engaged
and influential audience

Deliver your message throughout MS

Stand out in a clutter-free, educational,
and entertaining environment

Increase customer loyalty

Enhance your corporate image

Receive customized service

MISSISSIPPI
PUBLIC BROADCASTING

MPB THINK RADIO

ALIGN WITH THE SOURCE PEOPLE LOVE & TRUST



As one of the most popular stations in the state, MPB Think Radio reaches more than 403,800 listeners each week. Sponsorship opportunities are :10 live reads from announcers M-F and :10 recorded spots Sa-Su.

141K

**Monthly
Audience**

14

**Locally
Produced Shows**

75%

**Mississippi
Audience**

57%

**Via
Streaming**

MISSISSIPPI
PUBLIC BROADCASTING

MPB TELEVISION

**MPB TV IS TRUSTED,
EDUCATIONAL, &
ALWAYS INCLUSIVE**



We believe that powerful storytelling strengthens our state. Through our engaging and educational programming, we create an immersive experience for Mississippians that resonates with our audience and keeps them coming back for more.

1 OUT OF 3

**TVs are tuned
to MPB**

815K

**Monthly
Audience**



CONNECT WITH PEOPLE WHILE THEY BROWSE

MPBOnline.org provides news and stories from our region. Users come to understand the why behind breaking news stories and to pique their curiosity around educational news and information.

(Digital banners are available on site in four sizes)

APP

90%

of Users are
from MS

34K

Monthly
Sessions

12K

Monthly
Users

WEBSITE

65.9K

Page Views

28K

Monthly
Users

55%

Visit from
Mobile Devices

FINE TUNING

CONNECT WITH PEOPLE WHILE THEY READ



Our donors and members truly value *Fine Tuning* magazine for its in-depth articles that keep them connected to the heart of our mission. The success of our email newsletter, *Digital Fine Tuning*, is a testament to this engagement, providing a convenient way to stay informed with timely updates, recipes, and exclusive content that fosters a deeper connection with our Mississippi audience.

14K

**Fine Tuning
Direct Mail**

13K

**Bi-weekly
Digital
Fine Tuning
Readers**