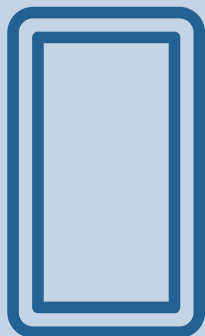




**MISSISSIPPI**  
PUBLIC BROADCASTING



**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](http://mpbonline.org) and our MPB App.



### PUBLICATIONS

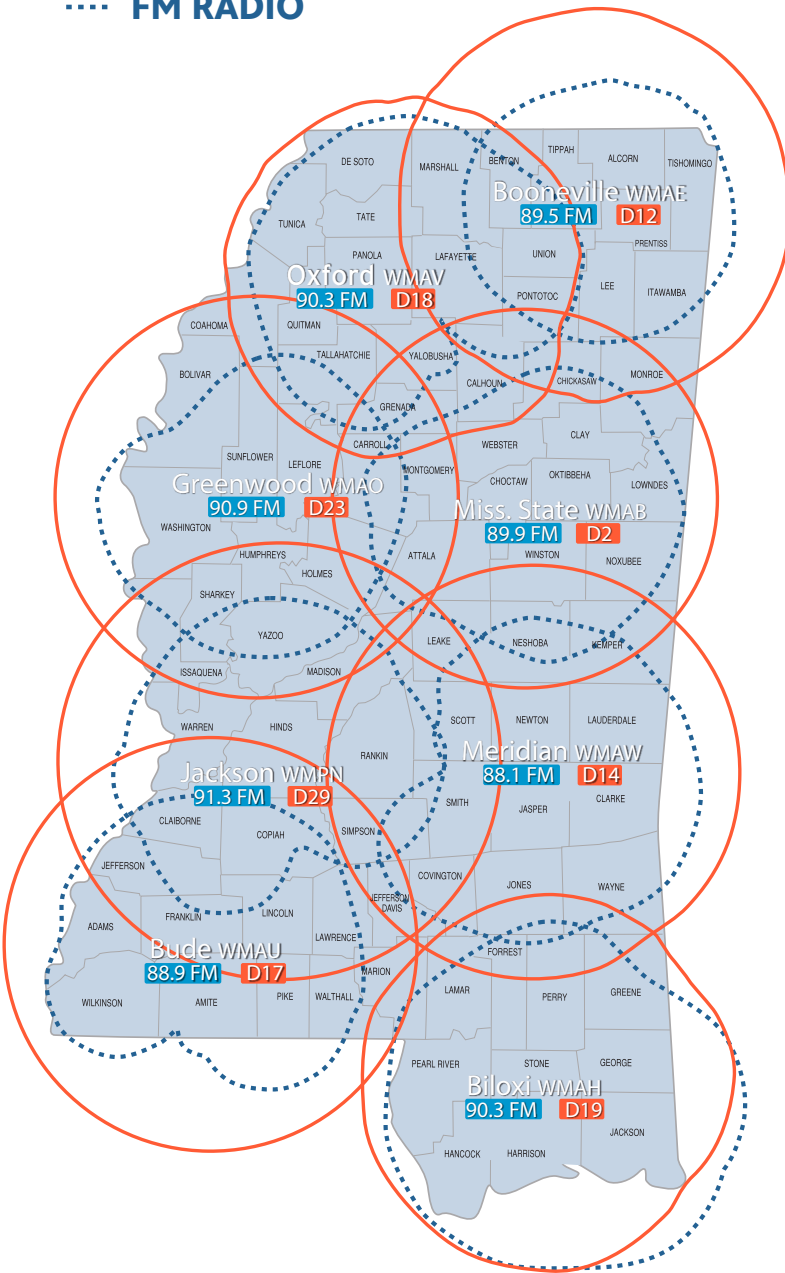
**26 K people reached monthly**  
Through Fine Tuning publications  
and our email newsletter

# 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**