



**3,900 Video Views**  
**4,609 Impressions**



**7,322 Video Views**  
**27,185 Impressions**



**3,813 Video Views**  
**29,600 Impressions**



**10,000 Video Views**



**935 Impressions**



**46,140 Video Views**

## MULTIPLATFORM DIGITAL OPPORTUNITIES

PBS Reno offers a number of ways to promote your business among numerous digital platforms other than television promotion.

### PBS Reno Website

**pbsreno.org** is the best resource to find the latest programming, station schedules, livestream and more.

Advertising on pbsreno.org allows our sponsors to provide a direct call to action in an uncluttered environment.

**On average, PBS Reno content is viewed or streamed online more than 73,000 times each month.**

Website banner specifications  
728x90px or 300x250px jpeg, gif, or png.

### Newsletter Sponsorship

Our Enewsletter is sent out on the 20th of each month to our 12,000+ members.

Sponsor messages can be included following our programming and event details. Messages can include 2-3 sentences of copy, a large logo and clickable banner.

**Average Open Rate: 30%-50%,**  
**Average CTR's on Sponsor Messages: 15%**

### Digital Media Sponsorship

Sponsorship opportunities on PBS Reno's multimedia digital platforms are available when purchased with additional underwriting support.



#### PBS Reno

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