

Web Sponsorship



NHPTV Web Sponsorship offers an online approach to reaching our highly desirable audience, and an opportunity to affiliate with the excellence for which NHPTV is known. As a corporate sponsor of New Hampshire Public Television, you can broaden your support from on-air to online underwriting on **nhptv.org**. Our robust, award-winning website has programming information, webcasts and interactive content that extend and enrich the broadcast experience for our audiences across northern New England.

NHPTV's website has a large, growing audience! **nhptv.org** attracts over **385,000 visitors each month**, and of those visitors **nearly 160,000 are unique**. Each unique visitor views an average of 8 pages of content per session – that's **a total of nearly 1,300,000 pages of content viewed!** This allows ample opportunity for your company's message to be seen.

Your ad on **nhptv.org** will lead your company to viewers seeking scheduling information, popular webcasts of their favorite local programs, dates for community events, as well as to parents, teachers and kids in search of fun, educational activities.

Beyond Broadcast In this rapidly changing media environment, **nhptv.org** offers exciting new opportunities for your company to:

- Reach your key target audience
- Build upon NHPTV's respected reputation
- Expand your reach beyond NHPTV's traditional broadcast platform
- Gain exposure with a new group of consumers who are frequent visitors to the **nhptv.org** website

Benefits of nhptv.org Sponsorship

- **Linked logo:** Your linked corporate logo on our website will drive traffic to your company's website.
- **Exclusivity:** Your company will be guaranteed category exclusivity on each web page that your sponsorship appears.
- **Uncluttered, commercial-free environment:** There are no banner ads or annoying pop-ups on **nhptv.org**.
- **Call to action:** Promotional copy which has a "call to action" is permitted
- **Maximum visibility:** Your linked logo and message will appear on one of the following Web pages in a continual rotation:
 - NHPTV Homepage (**nhptv.org**)
 - NHPTV streaming video page (**nhptv.org/productions/streaming.asp**)
 - TV Schedules (**nhptv.org/schedule/**)
 - Knowledge Network educational services (**nhptv.org/kn/**)
 - NH Outlook (**nhptv.org/outlook/**)

NEW HAMPSHIRE PUBLIC TELEVISION

268 Mast Road, Durham, NH 03824 • 603-868-4399 • Fax 603-868-7552 • **nhptv.org** • corporaterelations@nhptv.org

ANALOG CHANNELS: 11 Durham, 18 Pittsburg, 49 Littleton, 52 Keene **DIGITAL CHANNELS:** 57 Durham, 48 Littleton, 49 Keene, 50 Hanover



Web Sponsorship



Skyscraper Ad Pricing

- \$2,500 for three months
- \$4,500 for six months
- \$6,000 for twelve months

Tile Ad Pricing

- \$1,500 for three months
- \$2,000 for six months
- \$3,000 for twelve months



Guidelines & Specifications

- nhptv.org web sponsorship provides businesses with an online approach to reaching NHPTV's highly desirable audience.
- Website **SKYSCRAPER** ads (160 x 480 pixels) are positioned below a heading that reads, "NHPTV thanks our supporters" on the outer right-hand edge of the page. Skyscraper ads include a link to company website.
- Website **TILE** ads (180 x 150 pixels) feature a company logo with a link to the company website. Tile ads are placed below the skyscraper ads on the outer right-hand edge of the page.
- Ad links to sponsor's website will open a new web browser window.
- NHPTV, as a community service organization, reserves the right to reject any web sponsorship based on content or images contained on the web ad or sponsor's website.

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