



Radio + Digital

Campaign Recap

March 2026

Campaign Elements



OPB Radio Sponsorship

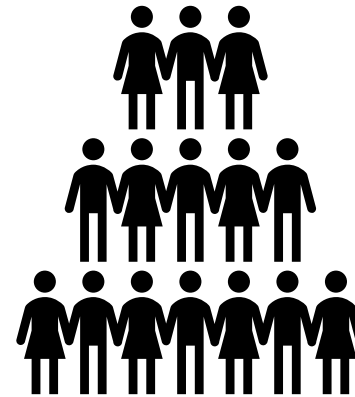
3/2/26-3/29/26

41 Broad Rotators, M-Su 5A-12A

OPB Digital Sponsorship

3/2/26-3/30/26

4 weeks on 300 x 250 Digital ad, 4 weeks on Article Rotation ad on [OPB.org](https://www.opb.org)



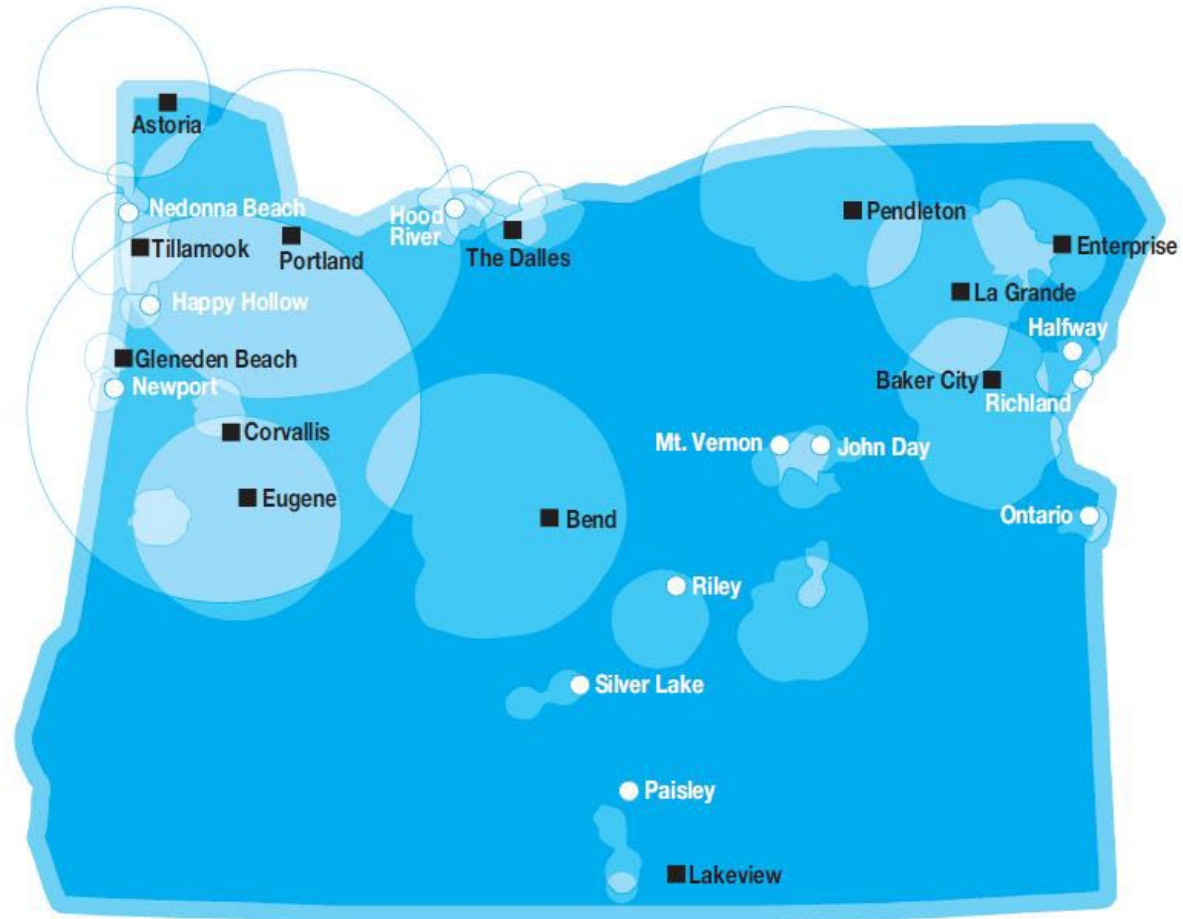
1,115,290

Total Estimated Impressions

OPB RADIO COVERAGE IS STATEWIDE & BEYOND

Radio Coverage Map

■ stations
○ translators



Performance by Channel

OPB Radio	OPB Digital
M-Su, 5A-12A 336,200 Estimated Impressions* 8,200 AQH Persons 6.9% Reach 1.8X Frequency	300x250 Ad 260,789 Impressions 387 Clicks 0.15% CTR
<i>173,193 Additional estimated impressions outside of the Portland Metro Area**</i>	Article Page Ads 345,108 Impressions 138 Clicks 0.04% CTR
TOTAL 509,393 Estimated Statewide/National Impressions	TOTAL 605,897 Impressions



Sourcing: *PPM Analysis, KOPB-TLR, Portland, OR Metro, P6+, M-Su 5A-12A, FEB 2026; **RRC National Regional Database, Nielsen Audio Fall 2025, P12+, M-Su 6A-12A; Google Ad Manager

Thank You

