SUPPORT LOCAL JOURNALISM SPONSORSHIP OF STATEWIDE NEWS
WELCOME TO THE WNET NEW YORK PUBLIC MEDIA FAMILY

WNET is the national flagship PBS affiliate and respected as one of the most innovative multi-platform public media outlets in the country. Its family of stations includes THIRTEEN in New York and WLIW21 on Long Island.

WNET operates NJTV, New Jersey’s acclaimed public television network and is parent of NJ Spotlight, the award-winning online news site.

Sponsorships can be customized to one WNET property or a combination of our affiliates, giving your organization’s message a targeted level of reach.
THE NJTV NEWS — NJ SPOTLIGHT ALLIANCE:

A UNIQUE OPPORTUNITY TO SPONSOR INNOVATION IN LOCAL NEWS

• NJTV News and NJ Spotlight are each trusted, member-supported, independent local news sources in New Jersey, working in tandem to provide statewide, multi-platform, in-depth journalism.

• Next-level news: always innovating to give you the news you want, however you want it: on-air, online, on your smart phone.

• Aligning our brands with yours is a unique sponsorship opportunity to support quality local journalism while giving your market identity a lift.
ON-AIR SPONSORSHIP
ALIGN WITH AMERICA’S MOST TRUSTED MEDIA BRAND

PBS is #1 Most Trusted Organization

42% PBS

- 20% Commercial Broadcast
- 10% Federal Government
- 15% Newspapers
- 6% Congress
- 22% Courts of Law
- 24% Cable

PBS is #1 Most Trusted Media Brand

67%

Users have a more positive opinion of a company when they find out it supports PBS.

72%

Users agree that companies that sponsor PBS are committed to quality and excellence.

62%

Users prefer to buy products from companies that support PBS.

Sources: Marketing & Research Resources January 2017 | PBS Halo Effect Survey March 2015
GET TO KNOW NJTV NEWS

• NJTV News is the acclaimed news division of NJTV, New Jersey’s only statewide TV network with 100% statewide coverage.

• Available by broadcast, OTT and an app

• Weeknight newscast, *NJTV News with Mary Alice Williams*

• Website: njtvnews.org
  • Livestream program and coverage

• Social media outposts
• Award-winning, non-partisan, community-minded news organization delivering news and insights about critical issues and public policy in New Jersey

• Website: njspotlight.com

• Two e-Newsletters
  • Today’s Spotlight 16,400 subscribers
  • Weekly Picks 8,500 subscribers

• Monthly live roundtable events discussing critical state issues

• Daily Social Media Posts
COVERING ISSUES THAT MATTER TO YOU AND YOUR CONSTITUENTS

NJTV News and NJ Spotlight provide comprehensive coverage of the issues affecting your family, your business, your neighbors:

- Economy
- Education
- Energy
- Environment
- Healthcare
- Infrastructure
- Public policy
NJTV News and NJ Spotlight provide powerful multi-platform reporting projects that inform and enlighten.

An example: NJfarmland.org an in-depth look at the Garden State’s farm industry, from what the state is growing to agricultural tax incentive programs to who is the next generation of farmers.
LIVE COVERAGE AND EVENTS

NJTV News and NJ Spotlight cover and host live news events throughout the year, many with real-time social media interaction. These include political debates, election night coverage, the Governor’s State of the State and Budget Address and more.

NJ Spotlight roundtable events foster engaging discussion about the state’s biggest issues from energy and the environment to healthcare and education including features and livestreaming by NJTV News.
REACH AN INFLUENTIAL, ENGAGED AUDIENCE

Our audience represents the region’s most engaged decision makers including:

- Elected officials
- Policymakers
- Advocates/Lobbyists
- Industry leaders and business owners
- Academics and educators
- Thought leaders
- Journalists
- Consumer groups
AN AUDIENCE THAT ADDS UP

NJTV
• 1.5 million viewers a month
• Produces more New Jersey-centric programming a month than any broadcast or cable network
• Available in the New York and Philadelphia television markets

NJTV NEWS
• Averages 22K viewers per weekday on-air
• 137K YouTube viewers
• 90K unique website visitors
• 134K webpage views

NJ SPOTLIGHT
• Today’s Spotlight 16,400 subscribers
• Weekly Picks 8,500 subscribers
• 113K monthly unique website visitors
As a sponsor of NJTV News and NJ Spotlight, you’re in good company with some of the state’s most generous and philanthropic trade associations, government agencies, nonprofits and corporations.
Customized, underwriting benefits

- **Branding alignment** with unparalleled content
- **On-air recognition**, including top and tail promotional spots (varies by program and investment level)
- **Online banner** promotion
- **Sponsorship of NJ Spotlight roundtable events and NJTV News live coverage**
- Opportunities to **send email** to NJ Spotlight roundtable attendees and **publish content** on NJSpotlight.com
- **Expanded reach** throughout the New York-New Jersey market by messaging across WNET family stations
READY TO SUPPORT INNOVATIVE, INDEPENDENT LOCAL JOURNALISM?

Contact Us to Customize Your Promotion Plan

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