PBS in Kansas City

Reaching over 730,000 monthly viewers who enjoy exploring new worlds, discovering new ideas and broadening personal horizons.
With a multi-platform approach, KCPT creates a strong, meaningful connection for businesses and nonprofit organizations with our viewers and members — the most educated, influential, cultural and community-minded television audience in Kansas City.

**Winning the hearts and minds of KCPT viewers pays dividends with this highly educated audience.**
EDUCATED
They value education, making higher education and lifelong learning a priority for themselves, their children and grandchildren

23%
more likely to have an advanced college degree
Source: The Media Audit, Jan-Feb 2014, A18+

INFLUENTIAL
They drive trends through word of mouth and influence corporate and social networks

25%
of all Opinion Leaders tune into PBS NewsHour, putting it in the top 10 of all media that reach most Opinion Leaders
Source: 2012 Erdos & Morgan Opinion Leaders Society

Government Opinion Leaders watch PBS NewsHour:
25%
of federal government
Source: 2012 Erdos & Morgan Opinion Leaders Society

21%
of the congressional branch
Source: 2012 Erdos & Morgan Opinion Leaders Society

20%
of state and local government
Source: 2012 Erdos & Morgan Opinion Leaders Society

CULTURAL
Passionate about the arts, they relish music, theater and museums

59%
more likely to patronize the arts
Source: The Media Audit, Jan-Feb 2014, A18+

COMMUNITY-MINDED
They participate in local initiatives and are highly active in the community

41%
more likely to buy green/goods for the environment
Source: The Media Audit, Jan-Feb 2014, A18+
The Power of PBS

FIRST AND FOREMOST – NO CLUTTER!
Non-programming minutes per hour:

- **PBS:** 3 minutes
- **Commercial TV:** 14 minutes, 40 sec
- **Cable TV:** 15 minutes, 14 sec

Source: Kantar Media, Nielsen October 2015

SPONSORS OF PBS BENEFIT FROM HIGH EXPECTATIONS WHEN COMPARED TO OTHER NETWORKS

- **76%** agree that sponsors are committed to quality and excellence
- **62%** agree that sponsors are industry leaders
- **68%** agree that sponsors create compelling advertising that is better than ads on other networks

THE PBS AUDIENCE TAKES ACTION AFTER WATCHING PBS PROGRAMMING

- **36%** research more on the company, product or service
- **19%** of those who made a purchase were motivated to buy a car
- **18%** bought the product or service
IN THE COMMUNITY

· More than 200 community partners and growing
· Nearly 100 events each year

ON AIR

· 730,000 viewers each month
· 100,000 local kids rely on PBS Kids each week

ONLINE

· 50,000 visits each month on KCPT.org and FlatlandKC.org

PRINT

· 27,000 circulation for KCPT’s monthly member guide
Local Programming

WEEK IN REVIEW
15,000 HH each week (800,000 yearly impressions)

*Week in Review (WIR)* uniquely positions itself as the place that puts the most important local stories in context and helps connect the dots between issues so you can better understand them, all in 30 minutes or less.

RUCKUS
10,000 HH each week (580,000 yearly impressions)

*Ruckus* offers viewpoints on top stories from four different panelists of public newsmakers and officials, providing a diversity of opinion through debate and discussion on issues affecting the KC metro area.

KANSAS CITY ARTS & CULTURE SPECIALS
Upcoming projects available on request

KCPT and our digital magazine Flatland partner to share the best of the Kansas City arts and culture scene. Using a unique style of storytelling and promotion, these specials take audiences inside arts organizations, restaurants and the music scene that makes Kansas City unique.

A sample of past programs include:
- *In Situ: Impressions from the Bloch Galleries*
- *The Founders* (portraits of KC’s founders)
- *Show Me* (entrepreneurs and innovators calling KC Home)
- *Burnt Legend*

KCPT SPECIAL REPORTS
Upcoming projects available on request

KCPT special reports focus on Kansas City’s civic and governmental life with the charge of making our home a better place to live. KCPT special reports will include stories from independent filmmakers and journalists as well as those produced by KCPT’s multimedia producers and reporters.

A sample of past programs include:
- *Public Works: The Cost of Our Aging Infrastructure*
- *Lost Minds: KC’s Mental Health Crisis*
- *Our Divided City*
- *Beyond Belief: Three Stories of Faith in Action*

LIVE ON THE BRIDGE
6,000 HH each week (140,000 yearly impressions)

Each week *Live on the Bridge* showcases live in-studio sessions from our radio station 90.9 The Bridge. Sessions feature an interview and musical performance from local and national acts. *Live on The Bridge* brings good music back to TV.
**National Programming**

**PBS NEWSHOUR**

*PBS NewsHour* provides in-depth analysis of current events with a team of seasoned and highly regarded journalists. The nightly broadcast features correspondents who deliver compelling original reporting and newsmaker interviews from the field.

**FRONTLINE**

Experience powerful investigative storytelling that answers only to you. From criminal justice to politics to global issues, the reporting of PBS’s flagship public affairs series takes you inside the controversial, complex stories shaping our times.

**ANTIQUES ROADSHOW**

*Antiques Roadshow* is part adventure, part history lesson, and part treasure hunt! Specialists from leading auction houses offer appraisals of antiques and collectibles, revealing fascinating truths about family treasures and flea market finds.

**NOVA**

Explore the science behind the headlines in PBS’s premier science series. With compelling stories and spectacular visuals, *NOVA* programs demystify science and technology for viewers of all ages and spotlight people involved in scientific pursuits.

**MASTERPIECE**

For more than 40 years, *Masterpiece* has enthralled audiences with the works of the finest classic and contemporary writers interpreted by the world’s foremost actors.

**GREAT PERFORMANCES**

Television’s longest-running performing arts anthology, *Great Performances* brings viewers the best in music, dance and theater.

**KCPT KIDS**

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, digital platforms and community-based programs.
KCPT is a noncommercial broadcaster. While adhering to standards for regulating the ways in which we recognize community partners that support us, we are a perfect branding opportunity that ties your company with the most trusted name in television: PBS. Our account executives will be happy to guide you through the creative and production process.

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Programming</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday - Friday</td>
<td>6:30 a.m. - 5:30 p.m.</td>
<td><strong>PBS Kids</strong> Clifford / Arthur / Dinosaur Train / Cat In The Hat / Curious George / Super Why! / Peg + Cat / Daniel Tiger</td>
<td>$250 / $150</td>
</tr>
<tr>
<td>Monday - Friday</td>
<td>5:30 p.m. - 7:30 p.m.</td>
<td><strong>News</strong> Nightly Business Report / PBS NewsHour / Ruckus / Washington Week / Week in Review</td>
<td>$300 / $150</td>
</tr>
<tr>
<td>Monday - Friday</td>
<td>7 p.m. - 10 p.m.</td>
<td><strong>PBS Prime Time</strong> Antiques Roadshow / PBS Documentary Specials / American Experience / NOVA / American Masters / Great Performances / Frontline</td>
<td>$350 / $175</td>
</tr>
<tr>
<td>Monday - Sunday</td>
<td>10 p.m. - Midnight</td>
<td><strong>PBS Late Night</strong> Various Programming</td>
<td>$150 / $75</td>
</tr>
<tr>
<td>Saturday - Sunday</td>
<td>6 a.m. - 7 p.m.</td>
<td><strong>Weekends</strong> How To / Cooking / Garden / Public Affairs / Travel</td>
<td>$150 / $75</td>
</tr>
<tr>
<td>Saturday</td>
<td>7 p.m. - 10 p.m.</td>
<td><strong>British Comedy</strong></td>
<td>$200 / $100</td>
</tr>
<tr>
<td>Sunday</td>
<td>7 p.m. - 10 p.m.</td>
<td><strong>Masterpiece</strong> Classic / Mystery / Contemporary</td>
<td>$450 / $225</td>
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</tbody>
</table>
Digital Underwriting Options

**KCPT.ORG**
Leaderboard ad on schedules page (728px X 90px)
- Impressions: 25,000 each month
- Rate: $500 per month

**KCPT WEEKLY HIGHLIGHTS EMAIL**
Horizontal ad in station promotional email (640px X 360px)
- Audience Size:
  - 82,000 email addresses
  - 15% Open Rate (6 month average)
- Rate: $500 per month

**FLATLANDKC.ORG**
Funder logo rotating box on homepage (350px X 350px)
- Impressions: 3,000
- Rate: $200 per month

**BRIDGE909.ORG**
Online listener preroll (:10 second audio message)
- Sessions: 4,400 average online listens each month (total listening hours average 26,500 hours per month)
- Rate: $400 per month
Banner ad on media player; (728px X 90px)
- Sessions: 4,400 average online listens each month
- Rate: $400 per month
REACH 27,000 KCPT Members Monthly

THE KCPT MEMBER GUIDE DELIVERS VALUABLE INFORMATION TO KCPT MEMBERS

One of the most popular member benefits, the guide, is sent to over 27,000 KCPT members each month. KCPT members read the guide to find program listings, television highlights, updates on KCPT special events and featured local stories.

Improve Your Corporate Image
PBS’ commitment to use media for the public good has earned the trust and respect of the American people. For the 16th consecutive year, the American public has rated PBS as the most trustworthy institution among nationally known organizations.

Less Clutter
KCPT’s Member Guide offers your organization an uncluttered landscape for your message to reach potential customers, unlike traditional magazines, which means your message stands out to engaged readers.

Impact Your Bottom Line
According to a Harris Interactive Study of public television viewers, two-thirds were more likely to choose to buy a product or service from a PBS sponsor. Advertising in KCPT’s Member Guide is good for your business.

STAND OUT in a clutter-free environment on air, online and in print.

The KCPT Member Guide is mailed to approximately 27,000 KCPT members and community leaders and features stories on arts & culture, science & nature, health, children and public affairs.

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</th>
<th>6x</th>
<th>12x</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
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<td>$1,500</td>
<td>$1,350</td>
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<tr>
<td>1/2 Page</td>
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<td>$900</td>
<td>$810</td>
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<tr>
<td>1/4 Page</td>
<td>$650</td>
<td>$540</td>
<td>$488</td>
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<tr>
<td>Back Cover</td>
<td>$2,300</td>
<td>$2,000</td>
<td>$1,850</td>
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</table>

<table>
<thead>
<tr>
<th>Type</th>
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| Full Page      | Bleed size: 8.625 x 11.125  
                 Page size: 8.375 x 10.875  
                 Live area: 7.875 x 10.375 |
| 1/2 Page       | 7.9 x 5.01                     |
| 1/4 Page       | 3.9 x 5.01                     |
| Back Cover     | Bleed size: 8.625 x 8.4  
                 Page size: 8.375 x 8.15  
                 Live area: 7.875 x 7.65 |

SPACE CLOSING
The 1st of the month prior to the cover date

MATERIALS CLOSING
The 1st of the month prior to cover date

FILE SUBMISSION GUIDELINES:
• PDF - High-resolution, press ready  
• EPS - All fonts outlined, 300 dpi and CMYK  
• JPG - 300 dpi and CMYK  
• TIF - 300 dpi and CMYK

FILE CAN BE SUBMITTED VIA:
• CD/DVD/Jump Drive  
• E-mail (files must be smaller than 7mb) to krankin@kcpt.org

Corporate Support Contacts
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KCPT Main Number  
816.756.3580
KCPT MEMBER GUIDE DELIVERS VALUABLE MEMBERS

Our viewers find public television more interesting, informative, educational and stimulating than either cable or network television. They are also more affluent, sophisticated, loyal and influential consumers who see public television sponsors as exceptional!

Household Income - All Day Viewer
Compared to the average adult 18+ in Kansas City, KCPT viewers are 53% more likely to have a household income of $250,000 or more.

Level of Education
Compared to the average adult 18+ in Kansas City, KCPT viewers are 111% more likely to have a Post Graduate Degree.

PROGRAMS

- Nature
- NOVA
- Masterpiece: Sherlock
- Celtic Woman
- The Fab Four: The Ultimate Beatles Tribute
- Straight No Chaser

EVENTS

MATERIAL DEADLINES

<table>
<thead>
<tr>
<th>MONTH</th>
<th>AD DEADLINE</th>
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<td>NOVEMBER</td>
<td>OCTOBER 1</td>
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<tr>
<td>DECEMBER</td>
<td>NOVEMBER 1</td>
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Scarbrough Data for Primetime and All Day Viewers Cume August 2011 - January 2012