

Kansas City  PBS



# OUR LOYAL AUDIENCES ARE YOUR POTENTIAL CUSTOMERS

Kansas City PBS  
Serves More  
Than One Million  
People Each Month  
in 30+ Counties



[kansascitypbs.org](http://kansascitypbs.org) | [bridge909.org](http://bridge909.org) | [flatlandkc.org](http://flatlandkc.org)

# Three Non-Profit Brands Offer Flexibility to Engage With Audiences That Fit Your Marketing Strategy



## Kansas City PBS

Kansas City PBS provides a name voted No. 1 in public trust for 17 consecutive years. Four free, over-the-air TV channels reach engaged audiences with interests in arts, culture, science, nature, health, education and civic affairs, making quality programming accessible to anyone with a \$20 antenna. In addition, channels 19.1 and 19.4 offer livestream capabilities and all viewers can access content on-demand in the Kansas City PBS Video app.

**800,000+  
Monthly  
Viewers**



## 90.9 The Bridge

Live, local and authentic, 90.9 The Bridge is Kansas City's NPR music station and a key player in the local music community. When Bridge listeners tune in, they stay engaged with a higher average time spent listening than any other local radio station. Adding your message to the clutter-free airwaves of The Bridge ensures your message will be heard.

**50,000  
Weekly  
Listeners**



## Flatland

A destination for regional storytelling, Flatland news offers in-depth reporting to provide the best of community issues, food, civic affairs and the arts. Reporters also engage with local audiences through curiousKC, a community-sourced journalism initiative allowing readers to submit questions and vote on content. Focusing on presenting national conversations through the lens of local connections, Flatland is dedicated to writing the stories that matter to the community.

**40,000  
Monthly  
Readers**



# OUR AUDIENCE



## **Kansas City PBS Viewers**

- Adults 55+
- More Likely to Have a Post-Secondary Education
- 45% Have a Household Income of \$100,000+



## **Kansas City PBS Kids**

- Adults 25-45, With Young Children Infant-8 years
- 45% of the 100,000 Children Tuning in Each Week, Co-Watch With a Parent
- 80% of Americans Surveyed Named PBS as the Undisputed Leader in Children's Programming



## **90.9 The Bridge**

- Adults 35-55
- More Likely to Have a Post-Secondary Education



## **Flatland**

- Adults 45+
- More Likely to Have a Post-Secondary Education

\*Data is compiled from information supplied by PBS, Kansas City PBS brand research and audience surveys

# KANSAS CITY PBS RATE CARD



<b>PBS Kids</b>	Monday–Friday	6:30 a.m.–5:30 p.m.	:30/:15	\$250/\$150
<b>Nightly News</b>	Monday–Friday	5:30 p.m.–7:30 p.m.	:30/:15	\$300/\$150
<b>Prime Time</b>	Monday–Friday	7 p.m.–10 p.m.	:30/:15	\$350/\$175
<b>PBS Late Night</b>	Monday–Sunday	10 p.m.–Midnight	:30/:15	\$150/\$75
<b>Lifestyle</b>	Saturday–Sunday	6 a.m.–7 p.m.	:30/:15	\$150/\$75
<b>British Comedy</b>	Saturday	7 p.m.–10 p.m.	:30/:15	\$200/\$100
<b>Masterpiece</b>	Sunday	7 p.m.–10 p.m.	:30/:15	\$450/\$225

\*Minimum Buy of \$2,500 Includes Spot Production



# KANSAS CITY PBS PRINT PLACEMENTS



## Kansas City PBS Program Guide

Mailed to 31,000 Donor Households

### Ad Rates

	Open	6x	12x
<b>Full Page</b>	\$1,800	\$1,500	\$1,350
<b>1/2 Page</b>	\$1,080	\$900	\$810
<b>1/4 Page</b>	\$650	\$540	\$488
<b>Back Cover</b>	\$2,300	\$2,000	\$1,850

### Files Submission Guidelines:

- PDF - High-resolution, press ready
- EPS - All fonts outlined, 300 dpi, CMYK
- JPG - 300 dpi, CMYK
- TIF - 300 dpi, CMYK

### Ad Sizes (width x height)

**½ Page Horizontal**  
7.9" x 5.01"

**¼ 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"

# DIGITAL PLACEMENTS



## **kansascitypbs.org**

Online Placement - 65k+ Views Each Month

- Schedules Page Leaderboard (728x90) | 30k Views Each Month
- Homepage Sidebar Ad (300x250) | 9k Views Each Month

Weekly *Highlights* E-Blast

- 44k Subscribers (640x360)

## **bridge909.org**

Streaming Player - 50k Listens Each Month

- Listener Preroll (:10 second audio message + 300x250 gateway banner)
- Player Banner Ad (728px X 90px)

Website Placements - 25k Views Each Month

- Leaderboard (728x90), Skyscraper (160x600), Square Sidebar Ads (200x200)

Concert & Event News E-Blast

- 8k Subscribers (640x360)

## **flatlandkc.org**

Online Placement - 70k+ Views Each Month

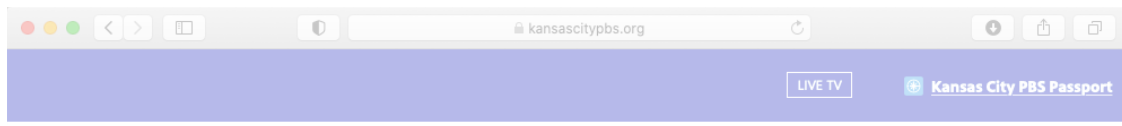
- In-Article Leaderboard (728x90)
- Topic Sidebar Ads (300x250)
- curiousKC Sponsorship

Weekly Flatland E-Blast

- 3k Subscribers (640x360)

\*Mobile versions are required for some digital placements.  
Mobile specs vary by placement - ask your representative for more information.





# Leaderboard

728x90 px

## Skyscraper

160x600 px

### About Kansas City PBS

At Kansas City PBS, a rich legacy of service has laid the foundation for a limitless future with our community. Our content platforms — television, radio, digital and education — exist to serve the diversity of our region. We advance conversations through community engagement and social media. We explore complicated issues with thoughtful reporting. We share the stories of people, places, and progress in our community.

After all, public is our middle name.

### Mission

Kansas City PBS educates and enriches our community with quality programming and services that entertain, challenge minds and contribute to a life of learning.

## Sidebar

300x250 px

## Square Sidebar

200x200 px

## E-Blast

640x360 px

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Contact a member of our corporate support team today for your customized proposal!



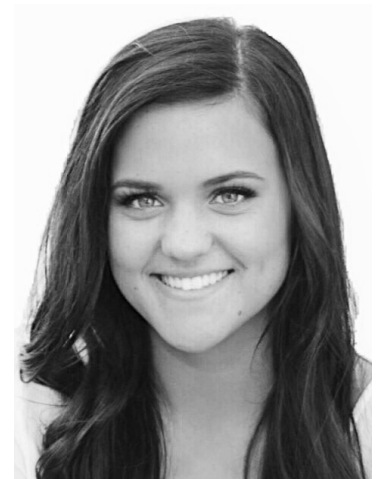
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