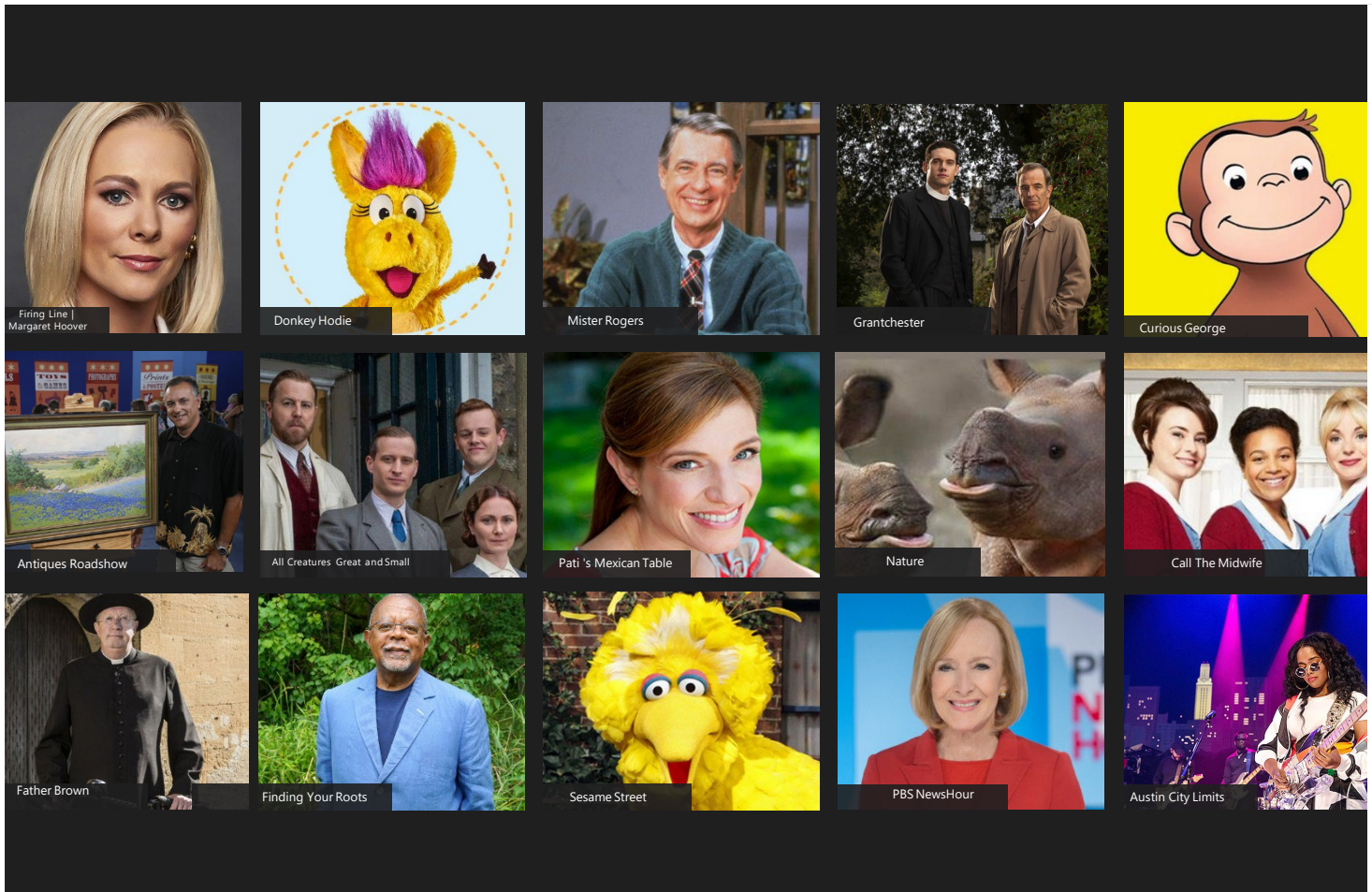




Public Television



klrn MEDIA KIT

Corporate Relations

Kristan DelGreco

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SPONSORSHIP OPPORTUNITIES

A woman with dark hair styled in an updo, wearing a sparkling tiara and a deep blue, draped gown. She is looking off to the side with a thoughtful expression. The background is a soft, out-of-focus light blue.

KLRN's mission is to open a world of lifelong learning through trustworthy and enriching programs, on-air, online, and in our community.

KLRN IS MORE THAN A TV STATION

KLRN is a nonprofit Public Broadcasting Service affiliate station... a service to the American people.

We are America's largest classroom. We provide quality educational programming to children, preparing them for school and life.

We are America's largest stage. We bring music, theater, dance, art and drama straight into homes and devices in 33 South Central Texas counties.

We are a trusted window to the world. We address important issues with fairness and integrity.

We are community. We host community events that align with our commitment to provide education and culture.

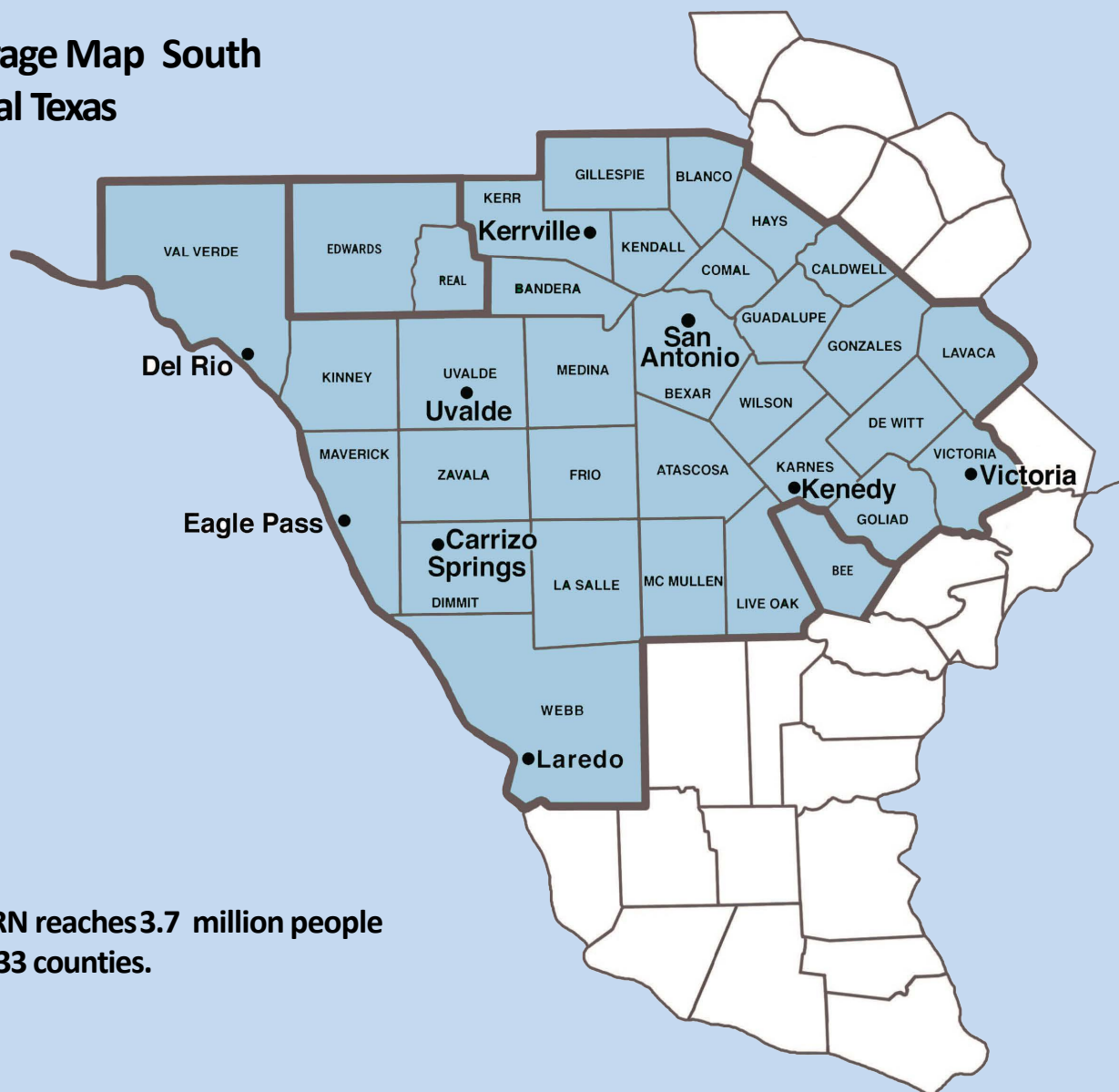
ON-AIR

KLRN is an effective conduit to reach a influential, community-minded and loyal audience, passionate for expanding the world. Your support of South Central Texas's public television station helps our community, while advancing your branding and marketing goals.

KLRN has 24/7 over-the-air channels, including our main channel, KLRN WORLD, KLRN PBS KIDS and KLRN CREATE.

Underwriting contributions may be funded from your advertising, public relations, marketing, community relations, or philanthropy budgets.

Coverage Map South Central Texas



KLRN reaches 3.7 million people in 33 counties.

OUR AUDIENCE

Science & Nature

- 34% of PBS primetime viewers watch Science/Nature, the content category drawing the largest number of younger and diverse viewers:
- PBS Science viewers are 22% more likely to be a community super-influential
- 76% of PBS Science & Nature viewers are interested in finding out how they can help the environment
- 79% say that the government should pay more attention to environmental issues
- 49% of viewers said that KLRN is their source for science



History

- 42% of PBS Primetime viewers watch
- 72% of viewers said that KLRN is their source for history
- 98% more likely to visit museums

News & Public Affairs

- PBS is ranked most trusted News and Public Affairs network
- 40% of PBS primetime viewers watch
- 45% of viewers said that KLRN is their source for news
- PBS airs four of the top 10 most “credible” TV programs:
 - PBS NewsHour is rated the most credible and objective
 - Washington Week is the most current and 4th most credible



Drama

- 28% of all PBS primetime viewers watch Dramas
- 23% of Drama viewers have a household net worth over \$750k
- PBS drama viewers are more than 3x as likely to contribute to an Arts/ Culture organization

OUR AUDIENCE

Arts & Culture

- 36% of prime time viewers watch.
- While traditional audiences skew older and female, PBS's DEI efforts have resulted in a younger and increasingly diverse audience.
- 47% of viewers have 4+ years college education.
- Top draws are Great Performances & American Masters.



Independent Film

- Younger and diverse audience; 58% female.
- Ambitious, cultured, socially conscious viewers
- 14% more likely to agree with "I like watching shows that everyone's talking about."

Kids

- PBS KIDS is available to 96% of US households.
- PBS reaches more Hispanic, African American, Asian American, and Native American children than any other kids TV network.
- PBS kids programs reach 6.8 million children ages 2-8 each month.
- PBS reaches more 2-8 year-olds in low-income households than any other kids linear TV cable networks.
- 83% of parents say PBS KIDS helps prepare children for success in school



[PBS LearningMedia](#) offers 30,000+ free resources for teachers and parents to engage and educate kids of all ages.

THE HALO EFFECT

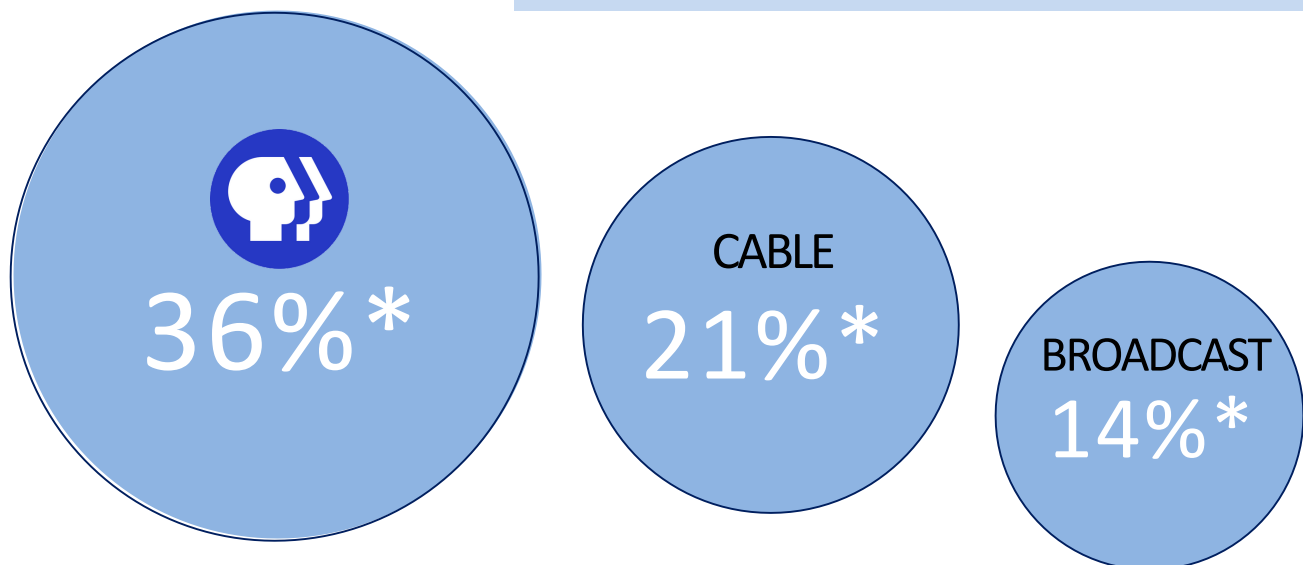
For 22 years PBS has been #1 in public trust

Our viewers support organizations that underwrite on KLRN. They attribute specific qualities, including excellence, integrity, innovation, and concern for the community and the environment, with PBS and—by association—with our sponsors.

PBS is watched by 160 million people...
67% of American households.

PBS is the #1
Educational brand

Viewers believe PBS sponsors have a greater commitment to **quality and excellence** than broadcast and cable television advertisers.



ON-AIR SPOTS

9.1 KLRN	DAY	TIME	:15	:30
Children	Monday-Friday Saturday Sunday	6A-1P 6A-9A 6A-10:30A	In or Out \$100	In or Out \$140
Daytime	Monday-Friday Saturday Sunday	1P-4:30P 9A-5P 10:30A-5P	In or Out \$100	In or Out \$140
News	Monday-Sunday	5P-5:30P	In or Out \$150	In or Out \$210
Prime	Monday-Sunday	6P-10P	In or Out \$200	In or Out \$280
Fringe	Monday-Sunday	10P-6A	In or Out \$100	In or Out \$140
9.2 WORLD	DAY	TIME	:15	:30
All DayROS	Monday-Sunday	6A-6A	In or Out \$35	In or Out \$50
9.3 KLRN KIDS	DAY	TIME	:15	:30
All DayROS	Monday-Sunday	6A-6A	In or Out \$35	In or Out \$50
9.4 CREATE	DAY	TIME	:15	:30
All DayROS	Monday-Sunday	6A-6A	In or Out \$35	In or Out \$50

- 20% nonprofit discount applied
- All rates are net to station
- KLRN can produce or edit an on-air spot for clients for a fee of \$500 (waived for sponsorships of \$2,500 or more)
- Final prices and added value elements are based on contract terms

KLRN can also help you reach PBS viewers across the state of Texas.

DIGITAL

KLRN fans turn to klrn.org for unique online content.
KLRN's digital assets help you reach your target audiences to achieve your objectives.

- Live streams of KLRN programming
- On-demand content
- Educational resources for parents, teachers and kids
- Programming, Donor, Family and Educator e-newsletters
- Blogs that deliver in-depth content of key issues

We help organizations build brand awareness and drive people to a website or an event.

KLRN Social Media

Follow us on F @klrntv | X @klrn | Insta klrntv

DIGITAL ASSETS

WEB TILES, NEWSLETTERS AND SOCIAL MEDIA

SCHEDULE PAGE	• 10,000+ monthly views • Includes external link	300x250 px \$50/week \$200/month
HOME PAGE & RIGHT NAV	• 3,000+ average monthly views • Includes external link	300x250 px \$40/week \$150/month
E-NEWSLETTERS	• Don't Miss List - 30,000+, 35% open rate • KLRN Passport - 8,000+, 60% open rate • Family - 20,000+, 40% open rate • Educator - 18,000+, 40% open rate • Includes external link	800x100 px \$150/week
SOCIAL MEDIA	• Facebook: 18,000 followers • Instagram: 4,900 followers	Organization tagged in posts. Guidelines apply. \$20/tag

DIGITAL VIEWING

PBS APP ON-DEMAND	• :15 spot around ROS programs • 20,000 monthly impressions • Includes external link	\$500/week
PBS KIDS APP LIVESTREAM	• :15 or :30 spot runs around select programs • 150-200 impressions per spot	\$50/spot

OTHER OPPORTUNITIES

ON-AIR & DIRECT MAIL

NEWS UPDATES	• :05 sponsor tag introducing :60 update • Runs 5x week-nightly 6-10p on 2 channels • Featured on KLRN.org/news	Includes logo and VO \$250/night
ON-AIR PROMOS	• :30 on-air program promo, airs 20+ times • :05 sponsor tag at end of promo • Includes graphic & VO	1920x1080 px \$400/promo

All rates are net to station. Prices are based on contract terms.

MORE SPONSORSHIP OPTIONS

KLRN makes it easy to get your message out in numerous ways, across multiple platforms, to a variety of people. Each medium offers its own special benefits and can help your organization tell its story.

EVENTS

BENEFITS

- Member & Major Donor Events
- Family Events
- Community Events

- Reach engaged viewers
- Face-to-face interaction
- Become a part of the event
- On-air, digital, and social media recognition

PRODUCTION

BENEFITS

- The Beat
- On The Record
- San Antonio Files
- Terra Verde
- Hank and Emma Faye

- Sponsor tags included live & on-demand
- Consistent exposure, on-air & online
- Highly targeted audience

EDUCATION

BENEFITS

- Professional Development
- Early Childhood Services
- School Services
- Community Engagement

- Reinforce your commitment to education
- Reach an enthusiastic, engaged, highly targeted audience

GUIDELINES & SPECS

KLRN must abide by FCC regulations for on-air underwriting on Public TV. Our team will help ensure your message gets across to your audience while adhering to the guidelines.

FCC GUIDELINES

ON-AIR UNDERWRITING MAY:

- Describe your organization
- Identify facilities, services, products or events
- Describe your organization's mission
- Inform the public of events you sponsor
- Include a corporate slogan, so long as it is not flagrantly promotional or has been shown to be in use for over a year
- Include organization's web address, phone number, and street address
- Indicate the number of years you have been operating
- Include the name of a nonprofit organization you support

ON-AIR UNDERWRITING MAY NOT:

- Use qualitative language (award-winning, leading, etc.)
- Use comparative language (better, best, oldest, etc.)
- Use a call to action (visit our store, buy now, etc.)
- Use an inducement to buy, sell, rent, or lease
- Make references to price or value (free, discount, specials, etc.)
- Use endorsements or testimonials, such as "recommended by 4 out of 5 doctors for headache pain," and product reviews by any third party
- Use depictions of customers' apparent satisfaction with funder's products or services, or credits that feature customers' approving responses

BROADCAST SPECS

VIDEO REQUIREMENTS

- Codec Preferred: Apple ProRes or H.264 (.mov or
- Video Profile: MPEG-4) 1920x1080 HDV 60i
- Framerate: 29.97 fps
- Frame Mode: Bit Interlaced Upper Field First
- Rate: Greater than 20 mbps

AUDIO REQUIREMENTS

- MPEG-1 Layer 2 or 16 bit Little Endian
- Audio Profile: Stereo
- Bit Rate: 48 kHz
- Audio Levels: at or below -20 dBFS (0 VU, +4 dBu)

SPOT DELIVERY

- KLRN does not have an FTP site. We can download from Dropbox, WeTransfer, Google Drive, etc.
- Please contact Kristan DelGreco at kdelgreco@klrn.org for all spot deliveries