Corporate Relations
Sponsorship@klrn.org

SPONSORSHIP OPPORTUNITIES
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.

KLRN is more than a TV station.

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 an effective conduit to reach a influential, affluent, community-minded and **loyal audience**, passionate for expanding the world.

**On-Air**
KLRN’s 4 channels air 24/7
Available over the air, cable, Roku, YouTube TV, PBS.org, OTT video app, mobile video app., Dish TV, Direct TV, Apple TV, Xbox, Amazon Firestick, Android and iPhone devices.
Client’s 15-, 20-, or 30-second spots, tagged promos, and News Updates

**Online**
- Live streaming local broadcast signal available to 3.7 million people in 33 counties.
- **PBS LearningMedia** offers 30,000 curated, free, standards-aligned videos, interactives, lesson plans for educators & parents.
- Weekly newsletter showcasing key programs & resources.
- Monthly family newsletter and blog.
- Educator newsletter.
- Passport member newsletter.

**In The Community**
- Family-engagement events and webinars.
- Free professional development opportunities for teachers.
- Community events.
Your support of South Central Texas’s public television station helps our community, while advancing your branding and marketing goals.

With four channels and themed genre nights, we have audiences to meet your communication needs.

Your underwriting contribution 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 4 channels offer high quality programs 24 hours/day, 7 days/week.

klrn 9.1
Primary channel, 24/7
Kids shows mornings to 1 p.m.
News 5-7 p.m. weekdays
Primetime shows 6-10 p.m.

Inform
• Children
• Arts & Culture
• Drama
• Science & Nature
• History
• News & Public Affairs
• Independent Films

Inspire

Educate
24/7 Kids programs

Engage

klrn 9.2
News, documentaries, thoughtful film collections that humanize complex issues.

Inform
• News
• Public Affairs
• Science
• History
• Music
• Arts
• Drama

klrn 9.3
24/7 Kids programs

Inform
• Children
• Social/Emotional
• STEM
• Arts
• Science
• Math
• Literacy

Inspire

Engage

klrn 9.4
“Do-it-yourself” programs
Most popular lifestyle and how-to programming.

Inform
• Cooking
• Travel
• Home Improvement
• Arts & Crafts
• Garden
• Health

*To find KLRN on your local television provider, please visit klrn.org/schedule
Content Strategy Tentpoles:
- Meeting the Moment/Timely Content
- Sharing Unique and Diverse Stories of our Region
- Expanding the Diversity of Our Storytelling

Thematic Pillars:
- Climate & Environment
- Democracy
- Social Justice/Diversity, Equity, Inclusion
- Health & Wellness
- Arts

2024 Programming Priorities: DEI
January-February – MLK & Black History*
March – Women’s History*
April - Earth Month/Climate/Environment
May – Asian American History*
June – Pride, * Great American Recipe, Food
July – independence Day
August – Back to School
September-October – Hispanic Heritage*
November – Native American* & Veterans
December – Holidays & Gift Giving
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
**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

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**PBS LearningMedia** offers 30,000+ free resources for teachers and parents to engage and educate kids of all ages.
Our viewers attribute specific qualities, including excellence, integrity, innovation, and concern for the community and the environment, with PBS and—by association—with our sponsors.

Our viewers support organizations that underwrite on KLRN.

For 19 years PBS has been #1 in public trust

PBS is the #1 Educational brand

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

36%*

CABLE 21%*

BROADCAST 14%*
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<tbody>
<tr>
<td><strong>9.1 KLRN</strong></td>
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<tr>
<td>Children</td>
<td>Monday-Friday</td>
<td>6A-1P</td>
<td>Intro or outro $100</td>
<td>:15 Intro &amp; outro $140</td>
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<tr>
<td></td>
<td>Saturday</td>
<td>6A-9A</td>
<td>Intro or outro $100</td>
<td>:30 Intro or outro $140</td>
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<td></td>
<td>Sunday</td>
<td>6A-10:30A</td>
<td>Intro or outro $100</td>
<td>:15 Intro &amp; outro $140</td>
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<td><strong>Daytime</strong></td>
<td>Monday-Friday</td>
<td>1P-4:30P</td>
<td>Intro or outro $150</td>
<td>:15 Intro &amp; outro $210</td>
</tr>
<tr>
<td></td>
<td>Saturday</td>
<td>9A-5P</td>
<td>Intro or outro $150</td>
<td>:30 Intro or outro $210</td>
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<td></td>
<td>Sunday</td>
<td>10:30A-5P</td>
<td>Intro or outro $150</td>
<td>:30 Intro or outro $210</td>
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<tr>
<td><strong>News</strong></td>
<td>Monday-Sunday</td>
<td>5P-5:30P</td>
<td>Intro or outro $200</td>
<td>:15 Intro &amp; outro $280</td>
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<td><strong>Prime</strong></td>
<td>Monday-Sunday</td>
<td>6P-10P</td>
<td>Intro or outro $200</td>
<td>:30 Intro or outro $280</td>
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<td><strong>Fringe</strong></td>
<td>Monday-Sunday</td>
<td>10P-6A</td>
<td>Intro or outro $100</td>
<td>:30 Intro or outro $140</td>
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<td><strong>9.2 WORLD</strong></td>
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<tr>
<td>All Day ROS</td>
<td>Monday-Sunday</td>
<td>6A-6A</td>
<td>Intro or outro $35</td>
<td>:15 Intro &amp; outro $50</td>
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<td><strong>9.3 KLRN KIDS</strong></td>
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<tr>
<td>All Day ROS</td>
<td>Monday-Sunday</td>
<td>6A-6A</td>
<td>Intro or outro $35</td>
<td>:15 Intro &amp; outro $50</td>
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<td><strong>9.4 CREATE</strong></td>
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<tr>
<td>All Day ROS</td>
<td>Monday-Sunday</td>
<td>6A-6A</td>
<td>Intro or outro $35</td>
<td>:15 Intro &amp; outro $50</td>
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**Discounts Available:**
- 15% with a six-month commitment
- 20% nonprofit discount
- 20% multiplatform discount if at least three different sponsorship media are purchased
- 25% with an annual commitment

*Discounts cannot be combined. KLRN will apply whichever is greater.

**Additional Info:**
- All rates are net to station. Top 10 programs offered at a premium.
- KLRN can produce or edit an on-air spot for clients for a fee of $500 (Value $750-1,000) Fee is waived for sponsorships of $2,500 or more.
- Prices are based on contract terms

*We can also help you reach PBS viewers across the state.*
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
- Educational resources for parents, teachers, and kids
- Schedules of upcoming programs on 4 channels
- Blogs that deliver in-depth content of key issues
- Blogs with information and activities for families

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

KLRN Social Media Followers

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

Facebook: 18,000  X: 9,000  Instagram: 4,900
KLRN SCHEDULE PAGE 10,000+ views monthly $200/month

KLRN e-Newsletters

Active Contacts:

Parents Newsletter 28,000
Don’t Miss List weekly 39,000
Passport Newsletter 8,500

Insider News: Bimonthly print newsletter, mailed to 15,000 people. Also available online.
4-color ads: Half page $800; Side Vertical Banner $700; Third page $600
## Other Opportunities

### On-Air & Online

#### 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 with :05 tag
- :30 on-air program promotional spot
- Sponsor’s :05 graphic attached to end
- Includes sponsor logo & voice message
- $400, airing 20 times

#### On-Air Promos with :10 tag
- :30 on-air program promotional spot
- Sponsor’s :10 graphic attached to end
- Includes sponsor logo & voice message
- $700, airing 20 times

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

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

LOCAL PRODUCTION
- The Beat
- On The Record
- Texas Dance Halls: Still Swingin'

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

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

BENEFITS
- 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 MPEG-4)
• Video Profile: 1920x1080 HDV60i
• Framerate: 29.97 fps
• Frame Mode: Interlaced Upper Field First
• Rate: Greater than 20 mbps

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, +4dBu)

SPOT DELIVERY

• KLRN does not have an FTP site. We can download from Dropbox, WeTransfer, Google Drive, etc.
• Please contact your Account Executive or Melissa May for all spot deliveries