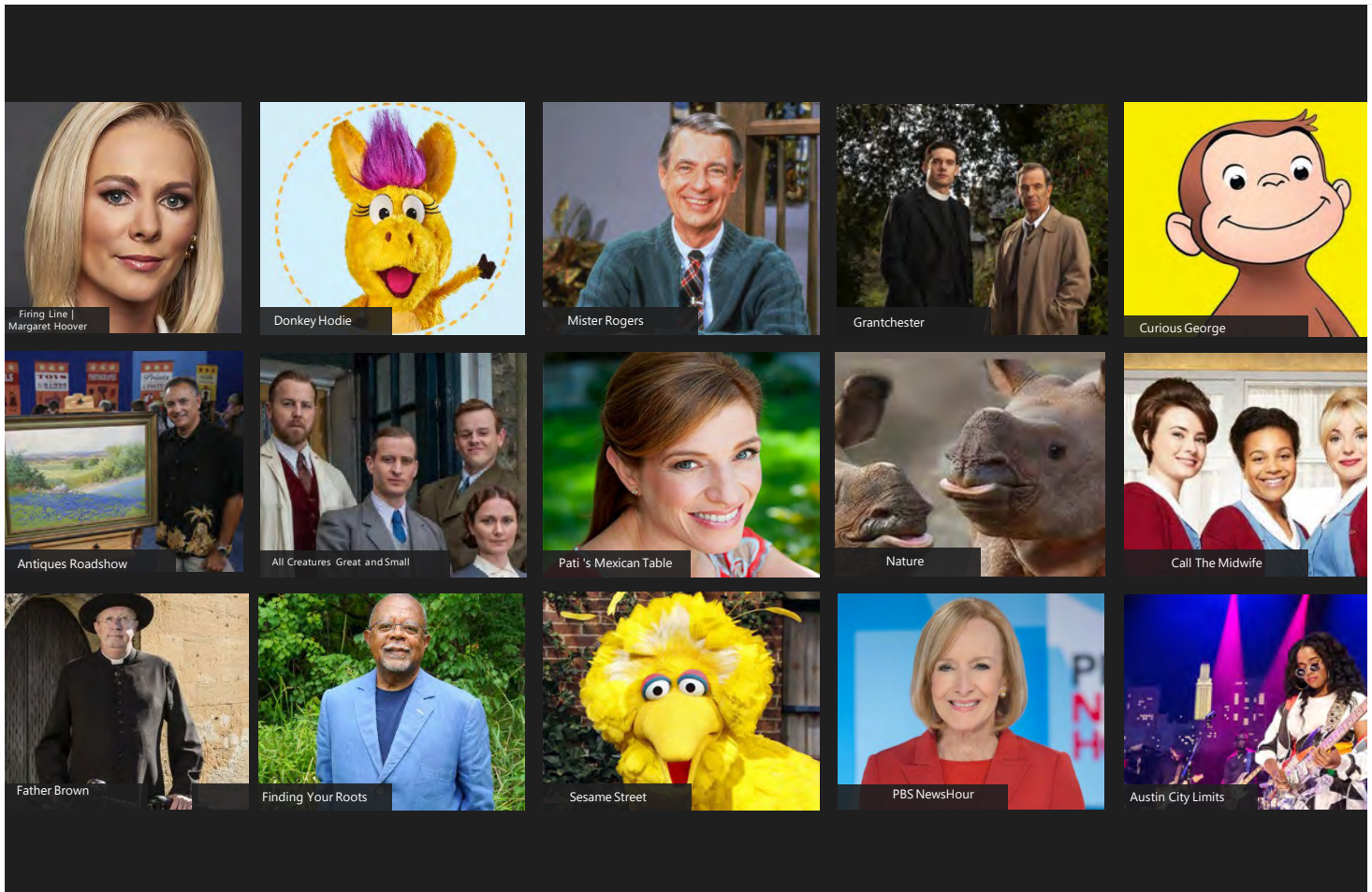




Public Television



# klrn MEDIA KIT

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**SPONSORSHIP  
OPPORTUNITIES**



A woman with dark hair styled in an updo, wearing a blue gown and a tiara, looking upwards and to the left. The background is a dark, draped fabric.

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.**



**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.

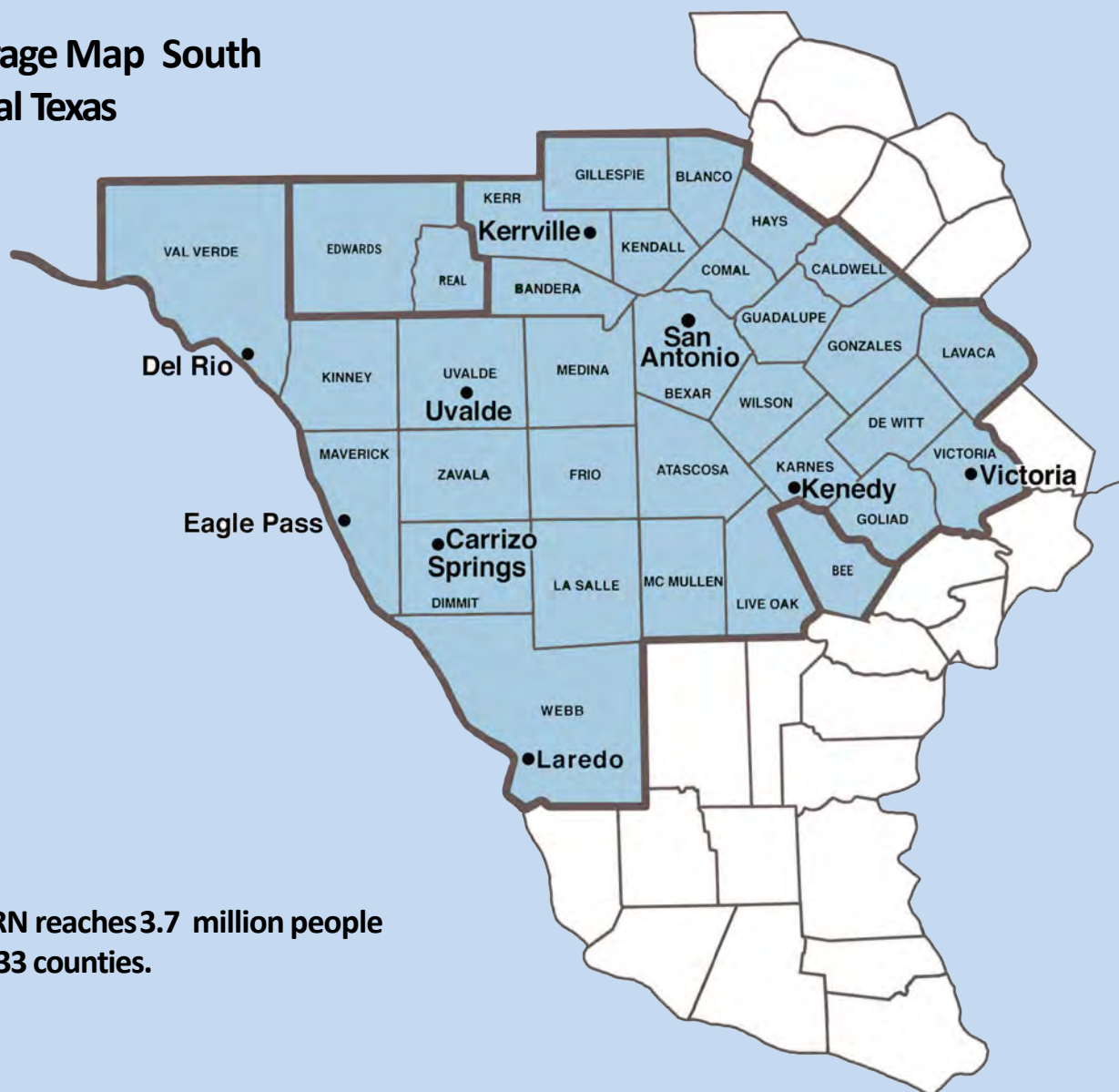
# ON-AIR

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.**

# KLRN's CHANNELS

Our 4 channels offer high quality programs 24 hours/day, 7 days/week.



**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.

Spectrum, GVTC, Grande,  
AT&T U-verse, Dish  
Network, DIRECTV,  
YouTube TV

- Children
- Arts & Culture
- Drama
- Science & Nature
- History
- News & PublicAffairs
- Independent Films



**9.2**

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

Spectrum, GVTC

- News
- PublicAffairs
- Science
- History
- Music
- Arts
- Drama

**klrn**

**9.3**



24/7 Kids programs

Spectrum, GVTC,  
Grande, YouTube TV

- Children
- Social/Emotional
- STEM
- Arts
- Science
- Math
- Literacy

**Inform**

**Inspire**

**Educate**

**Engage**



**9.4**

"Do-it-yourself" programs  
Most popular lifestyle and how-to  
programming.

Spectrum, GVTC,  
Grande

- Cooking
- Travel
- Home  
Improvement
- Arts & Crafts
- Garden
- Health

# PROGRAMMING

## 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

# 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

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

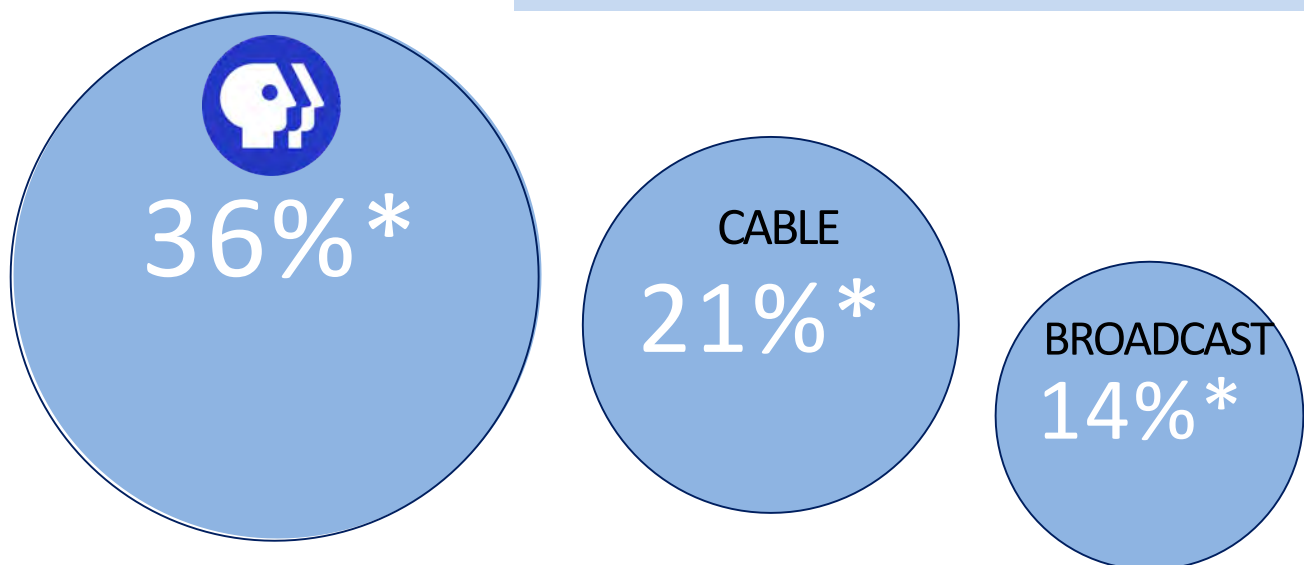
Our viewers attribute specific qualities, including excellence, integrity, innovation, and concern for the community and the environment, with PBS and—by association—with our sponsors.

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.



# ON-AIR SPOTS

9.1 KLRN	DAY	TIME	(1):15	(1) :30/(2) :15
Children	Monday-Friday Saturday Sunday	6A-1P 6A-9A 6A-10:30A	Intro or outro \$100	:15 Intro & outro :30 Intro or outro \$140
Daytime	Monday-Friday Saturday Sunday	1P-4:30P 9A-5P 10:30A-5P	Intro or outro \$100	:15 Intro & outro :30 Intro or outro \$140
News	Monday-Sunday	5P-5:30P	Intro or outro \$150	:15 Intro & outro :30 Intro or outro \$210
Prime	Monday-Sunday	6P-10P	Intro or outro \$200	:15 Intro & outro :30 Intro or outro \$280
Fringe	Monday-Sunday	10P-6A	Intro or outro \$100	:15 Intro & outro :30 Intro or outro \$140
9.2 WORLD	DAY	TIME	(1):15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	Intro or outro \$35	:15 Intro & outro :30 Intro or outro \$50
9.3 KLRN KIDS	DAY	TIME	(1):15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	Intro or outro \$35	:15 Intro & outro :30 Intro or outro \$50
9.4 CREATE	DAY	TIME	(1):15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	Intro or outro \$35	:15 Intro & outro :30 Intro or outro \$50

## 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.*

# DIGITAL

KLRN fans turn to [klrn.org](http://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



# DIGITAL

## KLRN SCHEDULE PAGE



10,000+ views monthly  
\$200/month



Supporting KLRN



Supporting KLRN



Supporting KLRN



Supporting KLRN



## KLRN e-Newsletters

Active Contacts:

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

Your 800x100 px  
Banner: \$150/week



*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

# DIGITAL ASSETS

DIGITAL TILES		
SCHEDULE PAGE	<ul style="list-style-type: none"> <li>10,500 to 12,000 monthly views</li> <li>Includes external link</li> </ul>	300x250 px \$50/week \$200/month
HOMEPAGE	<ul style="list-style-type: none"> <li>4,000 average monthly views</li> <li>Includes external link</li> </ul>	300x250 px \$40/week \$150/month
RIGHT NAV	<ul style="list-style-type: none"> <li>3,000 average monthly views</li> <li>Includes external link</li> </ul>	300x250 px \$40/week \$150/month
DON'T MISS LIST	<ul style="list-style-type: none"> <li>39,000 +/- subscribers</li> <li>Includes external link</li> </ul>	800x100 px \$150/week
SOCIAL MEDIA		
FACEBOOK INSTAGRAM X	<ul style="list-style-type: none"> <li>Facebook: 18,000 followers</li> <li>Instagram: 4,900 followers</li> <li>X: 9,000 followers</li> </ul> <small>(as of January 2023)</small>	Organization handles tagged in post(s). Guidelines apply. \$20/tag

## OTHER OPPORTUNITIES

ON-AIR & ONLINE		
NEWS UPDATES	<ul style="list-style-type: none"> <li>:05 sponsor tag introducing :60 update</li> <li>Runs 5x week-nightly 6-10p on 2 channels</li> <li>Featured on KLRN.org/news</li> </ul>	Includes logo and VO \$250/night
ON-AIR PROMOS With :05 tag	<ul style="list-style-type: none"> <li>:30 on-air program promotional spot</li> <li>Sponsor's :05 graphic attached to end</li> <li>Includes sponsor logo &amp; voice message</li> </ul>	\$400, airing 20 times
ON-AIR PROMOS With :10 tag	<ul style="list-style-type: none"> <li>:30 on-air program promotional spot</li> <li>Sponsor's :10 graphic attached to end</li> <li>Includes sponsor logo &amp; voice message</li> </ul>	\$700, airing 20 times

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
- News Updates
- Terra Verde Texas

## 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 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 your Account Executive or Melissa May for all spot deliveries