



klrn 
MEDIA KIT





KLRN IS MORE THAN JUST A TV STATION.

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 the living rooms of 30 South Central Texas counties.

We are a window to the world. We address important issues across various subjects with fairness and trust.

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

KLRN is PBS. No one else does what we do.



Production



On-air

Events



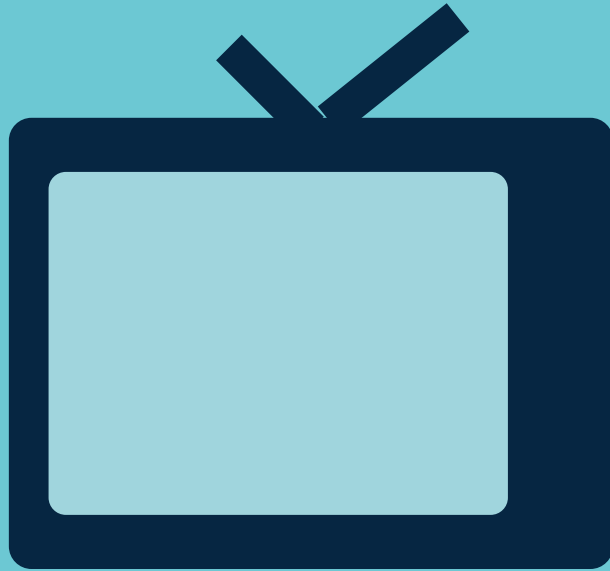
We can be your instrument
to reach a loyal audience who
support companies that also
support their community.

Digital



Education

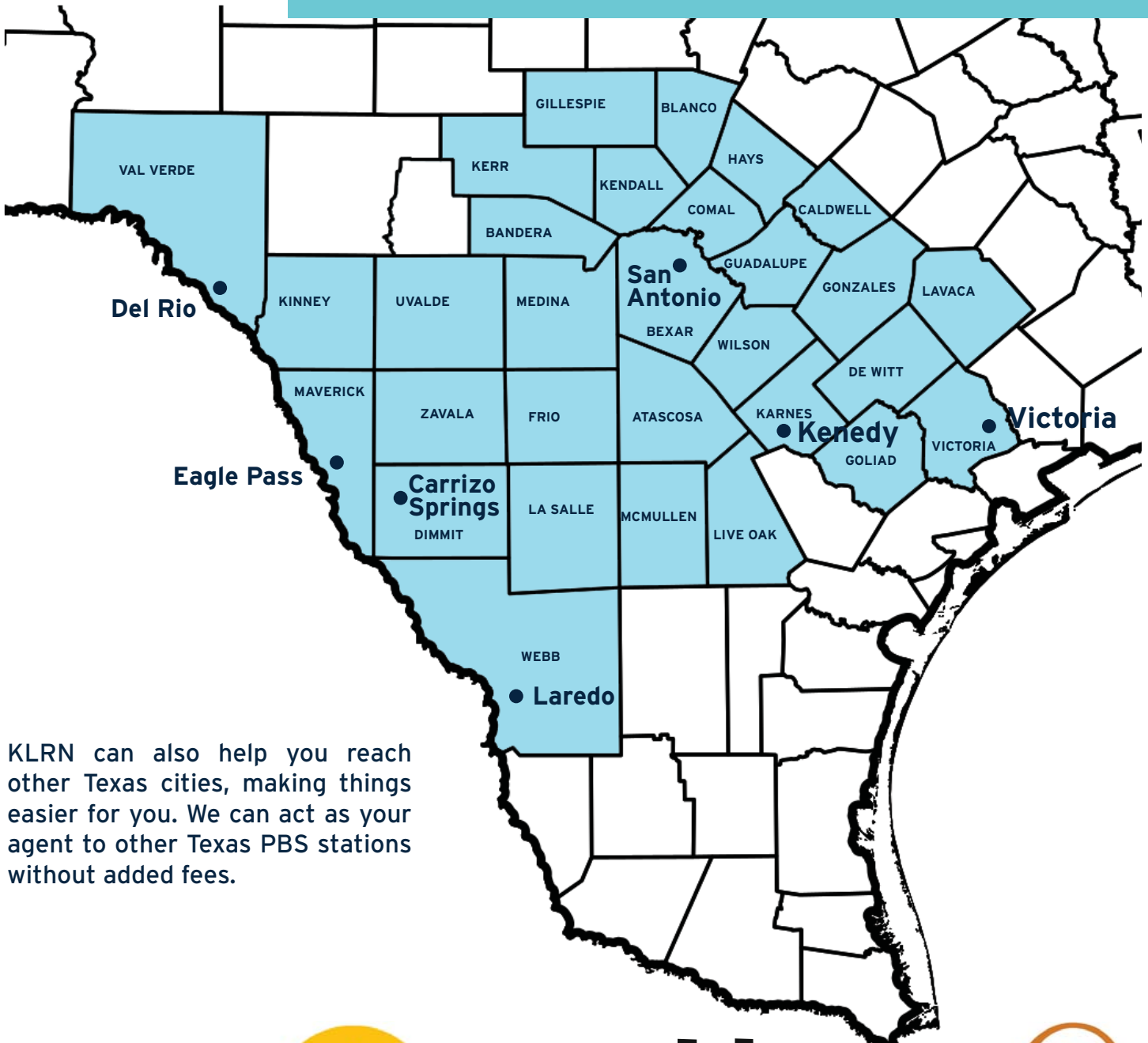




ON-AIR

KLRN is broadcast, without a subscription to cable or satellite, to 30 counties reaching a potential three million viewers. With themed-genre nights and four channels, we have an audience to fit your target needs.

OUR REACH



KLRN can also help you reach other Texas cities, making things easier for you. We can act as your agent to other Texas PBS stations without added fees.



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

- Arts
- Drama
- Science
- History
- News
- Public Affairs
- Lifestyle
- Children



Spectrum, GVTC

- News
- Public Affairs
- Science
- History
- Music
- Arts
- Drama



Spectrum, GVTC, Grande

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



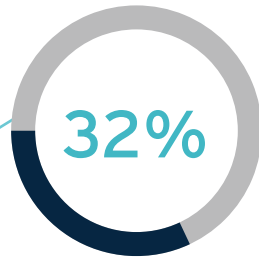
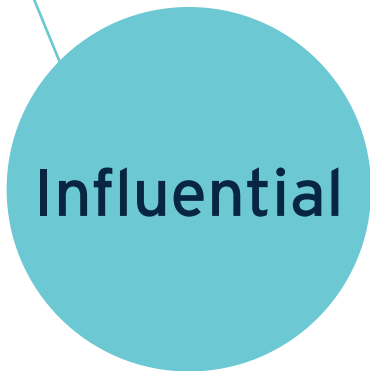
Spectrum, GVTC, Grande

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

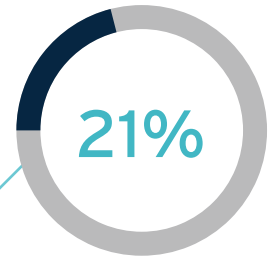
*To find KLRN on your local television provider, please visit klrn.org/schedule

OUR AUDIENCE

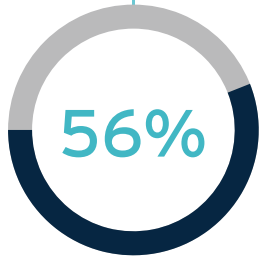
Drive trends through word of mouth, influence corporate & social networks.



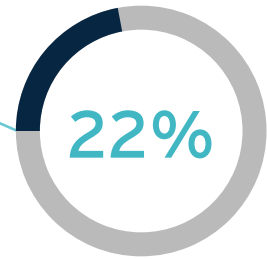
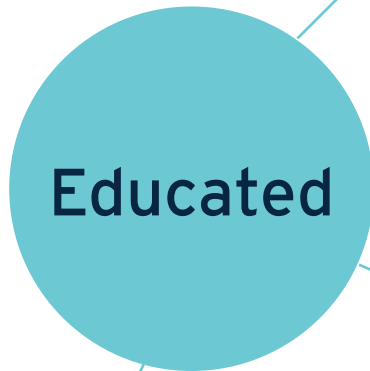
Contributors to PBS are more likely to hold the job title of President¹



PBS viewers are more likely to have a post-graduate degree¹



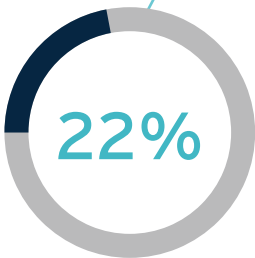
Masterpiece viewers are more likely to be a member of a group that tries to influence public policy or government¹



Make education a priority for themselves and their families.

PBS viewers are more likely to attend adult education courses¹

Care about the future of their community.



PBS News & Public Affairs viewers are more likely to have attended a public meeting on town or school affairs¹



Source: 1. 2016 Doublebase GfK MRI

OUR AUDIENCE

#1

PBS NewsHour ranked most objective program⁵

OPINION LEADERS

PBS programming is a trusted source that opinion leaders turn to on a regular basis.

#4

PBS ranked as #4 in networks watched in the last week by opinion leaders⁵

4/10

4 out of the top 10 most credible programs were PBS programs⁵

5/10

5 of the top 10 most objective programs were PBS programs⁵

82%

Do not watch A&E³

89%

Do not watch MSNBC³

79%

Do not watch AMC or Discovery³

73%

Do not watch History Channel³

UNDUPLICATED

PBS viewers are selective & loyal.

84%

Do not watch CNN³

#1

Long-term care insurance⁴

AFFLUENT

PBS viewers rank #1 across numerous categories in spending

#1

Travel outside & inside the U.S.⁴

#1

Travel for personal reasons⁴

#1

Charitable donations, memberships, ticket purchases⁴

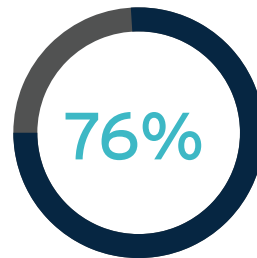


Sources: 3. Nielsen NPower, May 2014, 6 minute qualifier | 4. 2016 IPSOS Affluent Survey USA | 5. Erdos & Morgan Opinion Leaders Study, 2016

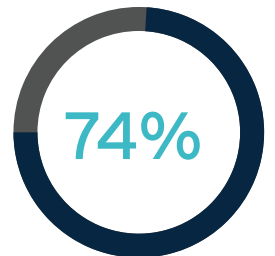


THE HALO EFFECT

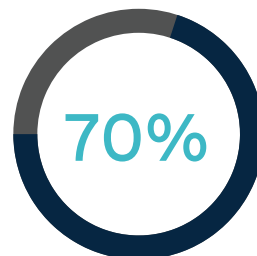
Our viewers attribute specific qualities including excellence, integrity, innovation, and concern for the community with PBS and, by association, with our sponsors.



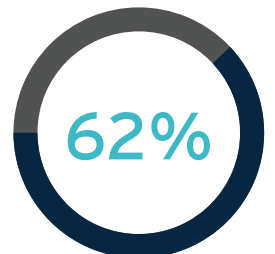
PBS viewers that say those who advertise on PBS have a commitment to quality & excellence²



Viewers that say those who advertise on PBS provide a valuable public service²



Viewers that say those who advertise on PBS are high quality brands²



Viewers that say those who advertise on PBS are industry leaders²

OUR RATES

9.1 KLRN	DAY	TIME	(1) :15	(1) :30/(2) :15
Children	Monday-Friday Monday-Friday Saturday Sunday	6A-11A 1P-5P 6A-9A 6A-10:30A	\$100	\$140
Daytime	Monday-Friday Saturday Sunday	11A-12:30P 9A-5P 10:30A-5P	\$100	\$140
News	Monday-Sunday	5P-7P	\$150	\$210
Prime	Monday-Sunday	7P-10P	\$200	\$280
Fringe	Monday-Sunday	10P-12M	\$100	\$140
Overnight	Monday-Sunday	12M-6A	\$80	\$110

9.2 WORLD	DAY	TIME	(1) :15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	\$35	\$50

9.3 KLRN KIDS	DAY	TIME	(1) :15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	\$35	\$50

9.4 CREATE	DAY	TIME	(1) :15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	\$35	\$50

Discounts Available:

- 15% with a six month commitment
- 20% nonprofit discount
- 20% multiplatform discount if at least three different sponsorship mediums are purchased
- 25% with an annual commitment

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

Additional Info:

- Prices are subject to change without prior notice.
- Special programming may be purchased at premium rates.
- All rates are net to station.

GUIDELINES & SPECS

KLRN must abide by FCC regulations for on-air underwriting. But don't worry, we promise it's not as scary as it sounds and our team can help ensure your message gets across to your audience while also adhering to the guidelines.

FCC GUIDELINES

ON-AIR UNDERWRITING MAY:

- Describe your business
- Identify facilities, services, products or events
- Describe your corporate 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 a web address, phone number, and street address for your business
- Indicate the number of years you have been in business
- 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 personal pronouns

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: Interlaced Upper Field First
- Bit 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, +4dBu)

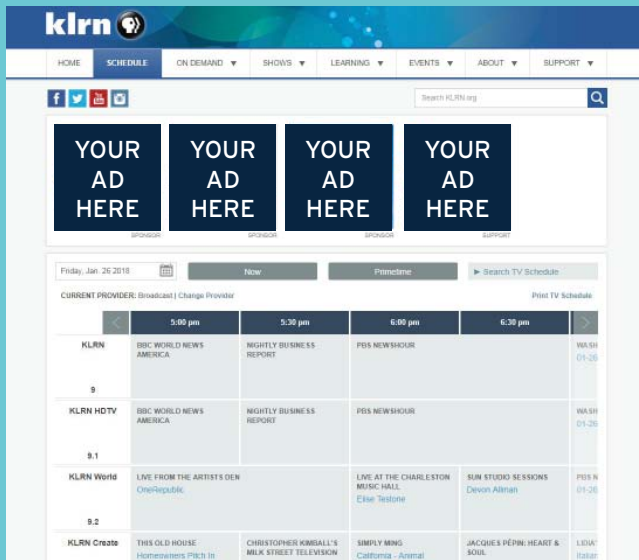
SPOT DELIVERY

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



DIGITAL

KLRN fans turn to klrn.org for unique online content. Whether you're looking to build brand awareness or drive people to your website or event, our digital content allows you to capitalize on these resources through digital sponsorship.



Schedule Page \$100/month

- 10,800 average monthly views
- Includes external link

Dimensions: 180x180 px

Format: jpg, png

Resolution: 300 dpi



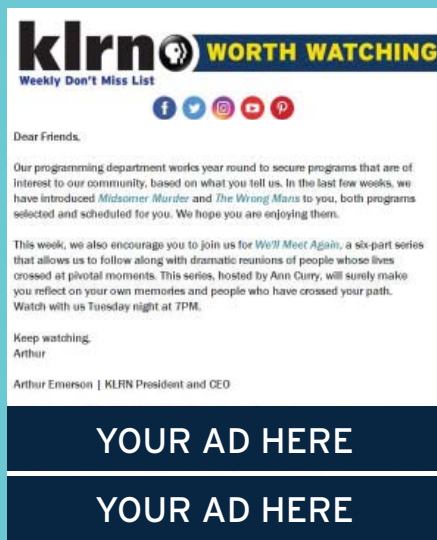
Homepage Rotator \$100/month

- 7,000 average monthly views
- Includes external link
- 1 of 4 sponsors

Dimensions: 300x250 px

Format: jpg, png

Resolution: 300 dpi



Don't Miss List \$300/week

- 33,000 subscribers
- Includes external link

Dimensions: 800x100 px

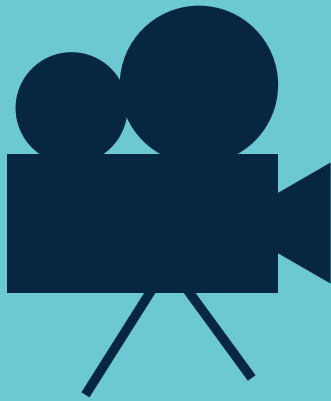
Format: jpg, png

Resolution: 300 dpi



Facebook Post \$20/post

- 10,000+ likes
- Includes external link/hashtag
- Content must adhere & align with KLRN's mission
- Rules & guidelines may apply



SUPPORT +

KLRN makes it easy to get your message out in multiple ways, across multiple mediums, and to a variety of people. Each medium brings about its own special benefits and can help your organization tell its story with a multi-platform approach.



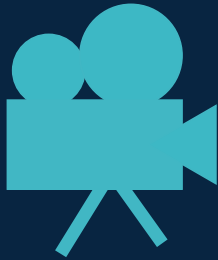
EVENTS

EVENTS

- Member & Major Donor Events
- Community Events
- Preview Screeners
- Blazing Gavels Auction
- Antiques Appraisal Day

BENEFITS

- *Reach engaged viewers*
- *Face-to-face interaction*
- *Become a part of the event*
- *On-air recognition included*



PRODUCTION

LOCAL PROGRAMMING

- SciTech Now
- On The Record
- News Updates

BENEFITS

- *Consistent Exposure*
- *Highly targeted audience*
- *On-air spots included*



EDUCATION

WAYS TO SPONSOR

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

BENEFITS

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