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

Influential

- Drive trends through word of mouth, influence corporate & social networks.
- Contributors to PBS are more likely to hold the job title of President
- PBS viewers are more likely to have a post-graduate degree

Educated

- 32%
- Make education a priority for themselves and their families.
- PBS viewers are more likely to attend adult education courses
- 21%
- Educated PBS viewers are more likely to have a post-graduate degree

Community Minded

- 56%
- Masterpiece viewers are more likely to be a member of a group that tries to influence public policy or government
- 22%
- PBS News & Public Affairs viewers are more likely to have attended a public meeting on town or school affairs
- Care about the future of their community.
- 22%

Source: 1. 2016 Doublebase GfK MRI
**OUR AUDIENCE**

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

- PBS NewsHour ranked most objective program

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

- 5 of the top 10 most objective programs were PBS programs

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

**UNDUPLICATED**
PBS viewers are selective & loyal.

- Do not watch MSNBC

- Do not watch CNN

- Do not watch AMC or Discovery

- Do not watch A&E

- Do not watch History Channel

**AFFLUENT**
PBS viewers rank #1 across numerous categories in spending

- Travel outside & inside the U.S.

- Travel for personal reasons

- Charitable donations, memberships, ticket purchases

**Sources:**
3. Nielsen NPower, May 2014, 6 minute qualifier
4. 2016 IPSOS Affluent Survey USA
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.

Source: 2. PBS Sponsorship Study: Audience Attitudes & Behaviors, City Square Associates, March 2015

- 76% of viewers say those who advertise on PBS have a commitment to quality & excellence
- 74% of viewers say those who advertise on PBS provide a valuable public service
- 70% of viewers say those who advertise on PBS are high quality brands
- 62% of viewers say those who advertise on PBS are industry leaders

Source: 2. PBS Sponsorship Study: Audience Attitudes & Behaviors, City Square Associates, March 2015
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<tbody>
<tr>
<td><strong>9.1 KLRN</strong></td>
<td>Children</td>
<td>Monday-Friday</td>
<td>$100</td>
<td>$140</td>
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<td></td>
<td></td>
<td>Monday-Friday</td>
<td>1P-5P</td>
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<td>Saturday</td>
<td>6A-9A</td>
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<td></td>
<td>Sunday</td>
<td>6A-10:30A</td>
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<td></td>
<td>Daytime</td>
<td>Monday-Friday</td>
<td>$100</td>
<td>$140</td>
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<td>Saturday</td>
<td>9A-5P</td>
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<td>Sunday</td>
<td>10:30A-5P</td>
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<td>News</td>
<td>Monday-Sunday</td>
<td>$150</td>
<td>$210</td>
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<td>Prime</td>
<td>Monday-Sunday</td>
<td>$200</td>
<td>$280</td>
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<td>Fringe</td>
<td>Monday-Sunday</td>
<td>$100</td>
<td>$140</td>
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<td>10P-12M</td>
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<td><strong>9.2 WORLD</strong></td>
<td>All Day ROS</td>
<td>Monday-Sunday</td>
<td>$35</td>
<td>$50</td>
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<td>6A-6A</td>
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<tr>
<td><strong>9.3 KLRN KIDS</strong></td>
<td>All Day ROS</td>
<td>Monday-Sunday</td>
<td>$35</td>
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<td>6A-6A</td>
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<td><strong>9.4 CREATE</strong></td>
<td>All Day ROS</td>
<td>Monday-Sunday</td>
<td>$35</td>
<td>$50</td>
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<td>6A-6A</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 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.
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.
## DIGITAL RATES

<table>
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<tr>
<th>DIGITAL TILES</th>
<th>SCHEDULE PAGE</th>
<th>10,800 average monthly views</th>
<th>Includes external link</th>
<th>180x180 px</th>
<th>$100/month</th>
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<td></td>
<td>HOMEPAGE</td>
<td>7,000 average monthly views</td>
<td>Includes external link</td>
<td>300x250 px</td>
<td>$100/month</td>
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<td>DON’T MISS LIST</td>
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<td>33,000 subscribers</td>
<td>Includes external link</td>
<td>800x100 px</td>
<td>$150/week</td>
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| SOCIAL MEDIA | FACEBOOK POST | 10,000+ likes | Includes external link/hashtag | Rules & guidelines apply | $20/post |

| VIDEO PRE-ROLLS | ON THE RECORD | :15 pre-roll on each episode on KLRN Video Player | Includes external link | $100/month |
|                | SCITECH NOW   | :15 pre-roll on each episode on KLRN Video Player | Includes external link | $100/month |

| AUDIO PRE-ROLLS | ON THE RECORD | :15 pre-roll on podcast episode on Soundcloud | $20/month |
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

- 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

LOCAL PROGRAMMING

- SciTech Now
- On The Record
- News Updates

BENEFITS

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

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