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 33 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 an effective conduit to reach a **loyal audience**, passionate for expanding its world.

Viewers **support companies** that underwrite on KLRN.
KLRN is broadcast to 33 counties, reaching a potential 3.3 million viewers. With themed genre nights and four channels, and live linear streaming, we have an audience to fit your communication needs.
KLRN Corporate Support can help you deliver your message to other Texas cities, simplifying your reach across the state. We can connect you with other Texas PBS stations.

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

Influential

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

- KLRN viewers are more likely to have a post-graduate degree
- 32%

Educated

- Contributors to PBS are more likely to hold the job title of President
- PBS viewers are more likely to attend adult education courses
- 32%
- 22%

Community Minded

- Masterpiece viewers are more likely to be a member of a group that tries to influence public policy or government
- 56%
- 22%

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 affairs
- 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
- Do not watch MSNBC
- Do not watch CNN
- Do not watch AMC or Discovery
- Do not watch History Channel
- Long-term care insurance

UNDUPlicated
PBS viewers are selective & loyal.

- 89% Do not watch MSNBC
- 79% Do not watch AMC or Discovery
- 73% Do not watch History Channel

AFFLUENT
PBS viewers rank #1 across numerous categories in spending

- #1 Travel outside & inside the U.S.
- #1 Charitable donations, memberships, ticket purchases
- #1 Travel for personal reasons

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.

- 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
### ON-AIR AVAILS

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>9.1 KLRN</strong></td>
<td><strong>Children</strong></td>
<td>Monday-Friday</td>
<td>6A-11A</td>
<td>Intro or outro</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wednesday</td>
<td>1P-5P</td>
<td>:15 Intro &amp; outro :30 Intro or outro</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6A-9A</td>
<td>:15 Intro &amp; outro :30 Intro or outro</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday</td>
<td>6A-10:30A</td>
<td>:15 Intro &amp; outro :30 Intro or outro</td>
</tr>
<tr>
<td><strong>Daytime</strong></td>
<td>Monday-Friday</td>
<td>11A-12:30P</td>
<td>Intro or outro</td>
<td>:15 Intro &amp; outro :30 Intro or outro</td>
</tr>
<tr>
<td></td>
<td>Saturday</td>
<td>9A-5P</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday</td>
<td>10:30A-5P</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>News</strong></td>
<td>Monday-Sunday</td>
<td>5P-7P</td>
<td>Intro or outro</td>
<td>:15 Intro &amp; outro :30 Intro or outro</td>
</tr>
<tr>
<td><strong>Prime</strong></td>
<td>Monday-Sunday</td>
<td>7P-10P</td>
<td>Intro or outro</td>
<td>:15 Intro &amp; outro :30 Intro or outro</td>
</tr>
<tr>
<td><strong>Fringe</strong></td>
<td>Monday-Sunday</td>
<td>10P-12M</td>
<td>Intro or outro</td>
<td>:15 Intro &amp; outro :30 Intro or outro</td>
</tr>
</tbody>
</table>

### Additional Info:
- All rates are net to station.
- Prices are based on contract terms.
- Special programming may be purchased at premium rates.

### 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.*
KLRN fans turn to klrn.org for unique online content. Whether you are looking to build brand awareness, drive people to your website or event or align with educational resources, our digital assets help you reach target audiences to achieve your objectives.
### Digital Avails

#### Digital Tiles

<table>
<thead>
<tr>
<th>Schedule Page</th>
<th>10,500 to 12,000 monthly views</th>
<th>Includes external link</th>
<th>300x250 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>4,000 average monthly views</td>
<td>Includes external link</td>
<td>300x250 px</td>
</tr>
<tr>
<td>Don’t Miss List</td>
<td>36,000 +/- subscribers</td>
<td>17% open rate</td>
<td>800x100 px</td>
</tr>
<tr>
<td>Right Nav</td>
<td>3,000 average monthly views</td>
<td>Includes external link</td>
<td>300x250px</td>
</tr>
</tbody>
</table>

#### Social Media

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Organization tagged in post(s). Rules &amp; guidelines apply.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook: 14,600 followers</td>
<td>Instagram: 3,878 followers</td>
<td>Twitter: 9,434 followers</td>
<td>(as of November 2020)</td>
</tr>
</tbody>
</table>

#### Other Opportunities

### On-Air & Online

<table>
<thead>
<tr>
<th>News Updates</th>
<th>.05 pre-roll</th>
<th>Runs nightly Mon-Fri 6p-10p</th>
<th>Includes logo and VO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beyond TV Promos</td>
<td>.30 promotional spot</td>
<td>Scheduled based on subject matter</td>
<td>Includes logo and VO (approx 4-5 sec)</td>
</tr>
</tbody>
</table>
KLRN makes it easy to get your message out in multiple ways, across multiple platforms, and to a variety of people. Each medium offers 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

BENEFITS

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

LOCAL PROGRAMMING

- The Beat
- 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