



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

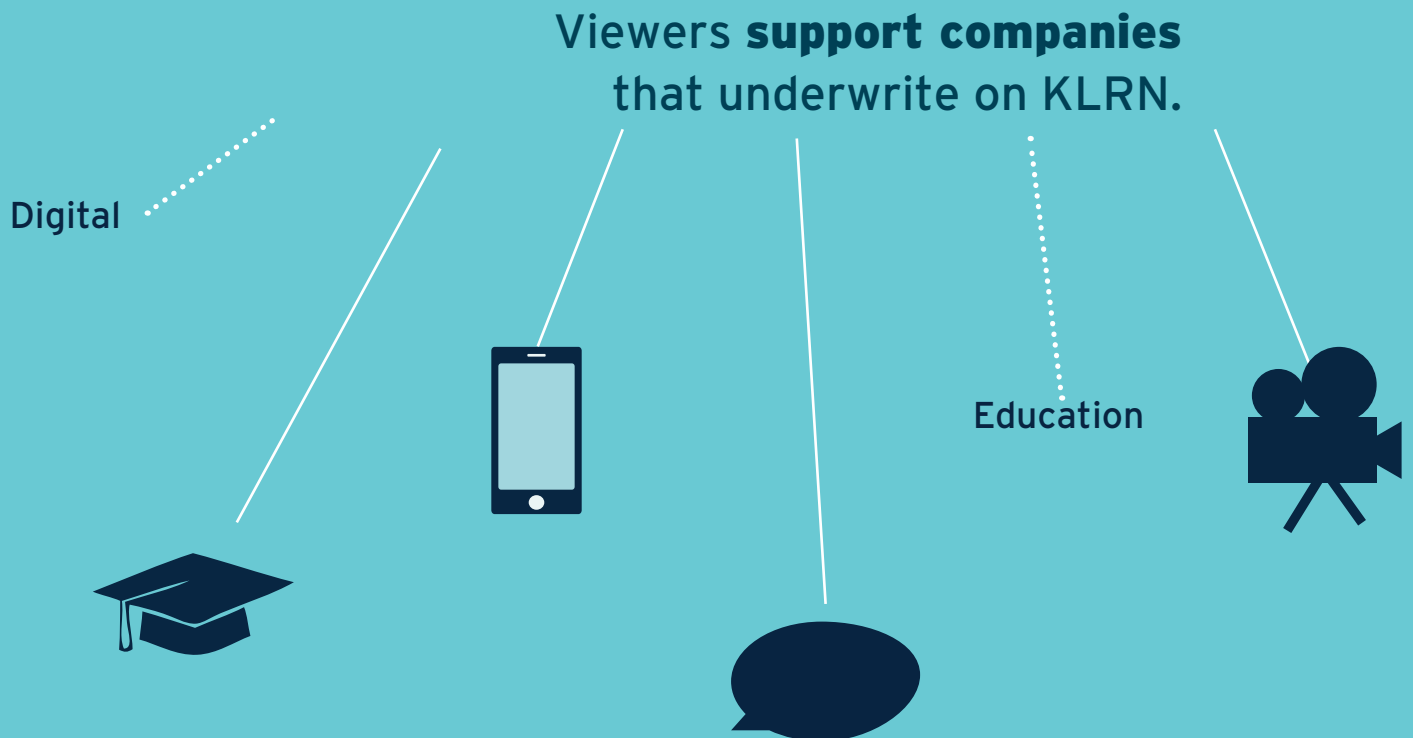
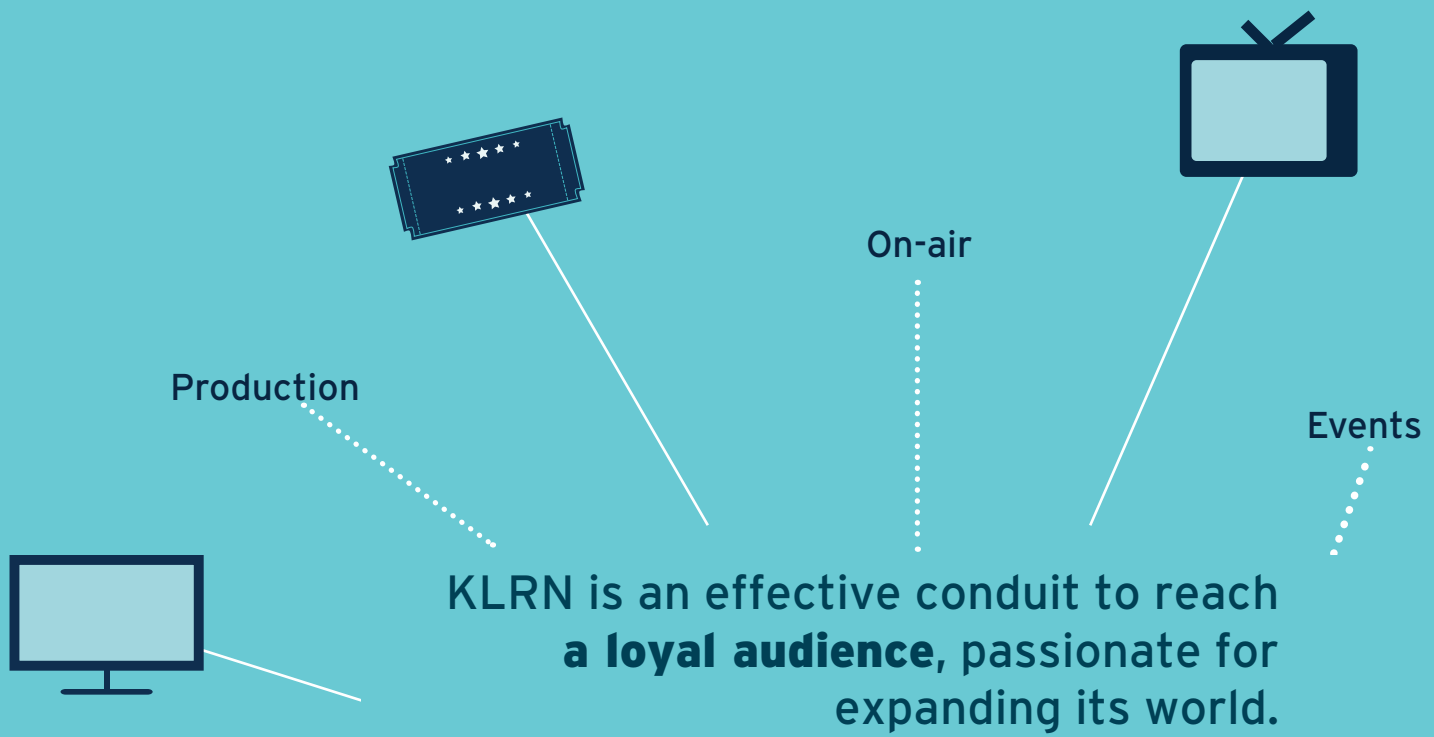
KLRN IS MORE THAN JUST A TV STATION.

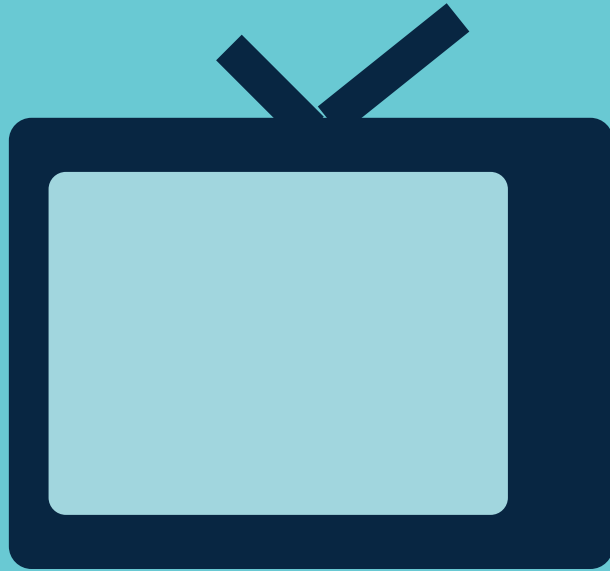
We are America's largest classroom. We provide quality educational programming to children - preparing them for school and life.

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.

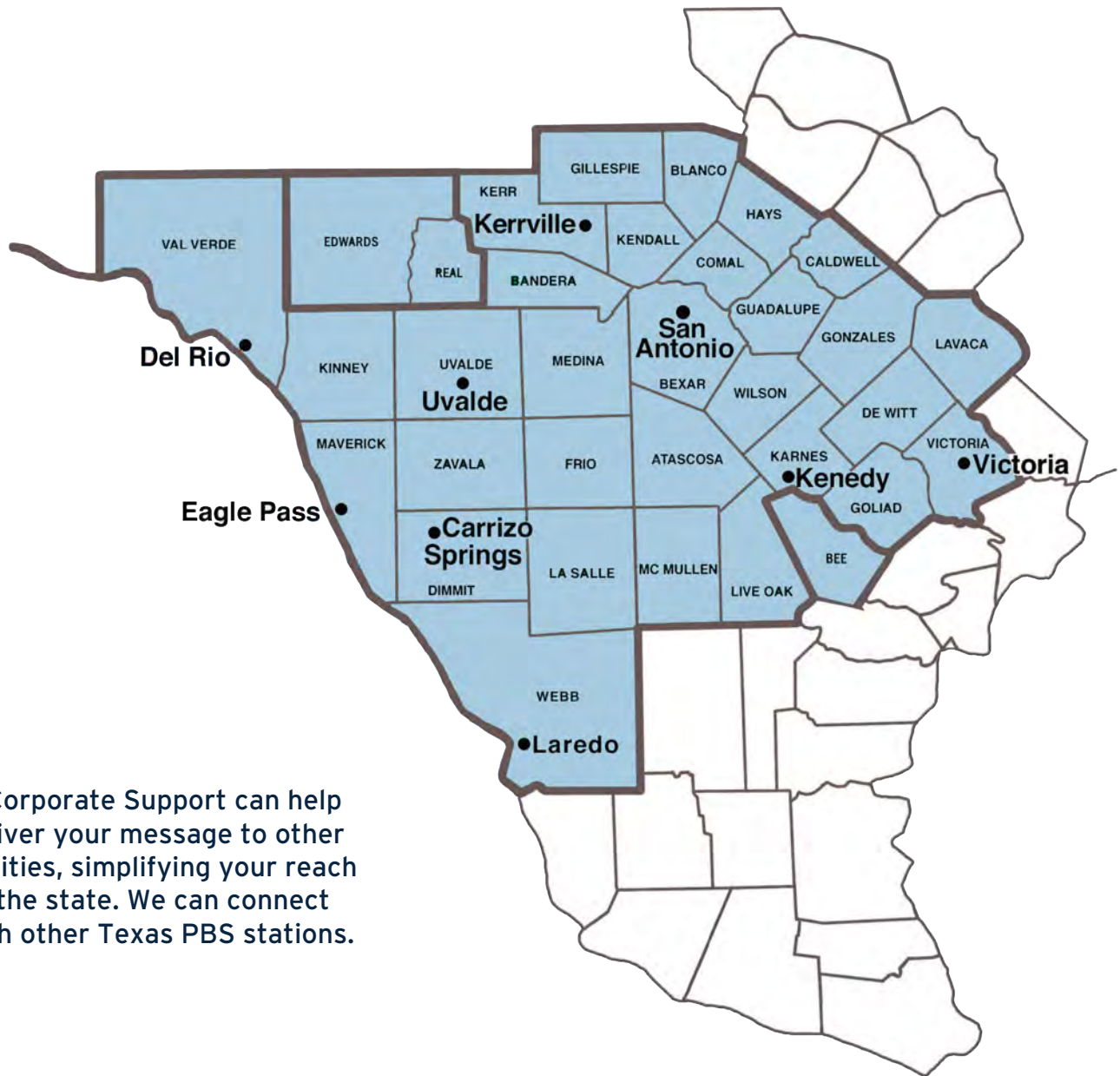




ON-AIR

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.

OUR REACH



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.



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

- 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.

Influential

32%

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

32%

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

56%

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

Educated

22%

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.

Community Minded

22%

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.

4/10

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

#4

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

89%

Do not watch MSNBC³

79%

Do not watch AMC
or Discovery³

73%

Do not watch
History Channel³

UNDUPLICATED

PBS viewers are
selective & loyal.

82%

Do not watch A&E³

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

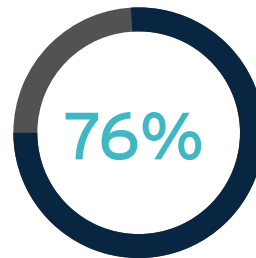


Sources: 3. Nielsen NPower, May 2014, 6 minute qualifier | 4. 2016 IPSOS
Affluent Survey USA | 5. Erdos & Morgan Opinion Leaders Study, 2016

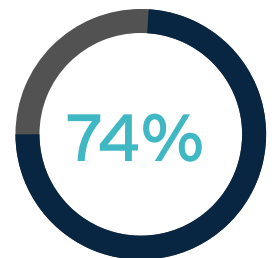


THE HALO EFFECT

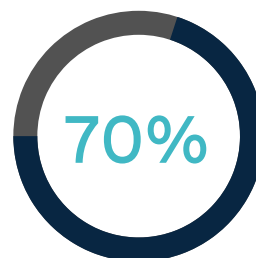
Our viewers attribute specific qualities including excellence, integrity, innovation, and concern for the community with PBS and, by association, with our sponsors.



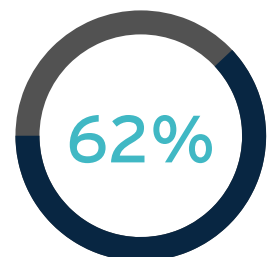
PBS viewers that say those who advertise on PBS have a commitment to quality & excellence²



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

ON-AIR AVAILS

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	Intro or outro	:15 Intro & outro :30 Intro or outro
Daytime	Monday-Friday Saturday Sunday	11A-12:30P 9A-5P 10:30A-5P	Intro or outro	:15 Intro & outro :30 Intro or outro
News	Monday-Sunday	5P-7P	Intro or outro	:15 Intro & outro :30 Intro or outro
Prime	Monday-Sunday	7P-10P	Intro or outro	:15 Intro & outro :30 Intro or outro
Fringe	Monday-Sunday	10P-12M	Intro or outro	:15 Intro & outro :30 Intro or outro

9.2 WORLD	DAY	TIME	(1) :15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	Intro or outro	:15 Intro & outro :30 Intro or outro

9.3 KLRN KIDS	DAY	TIME	(1) :15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	Intro or outro	:15 Intro & outro :30 Intro or outro

9.4 CREATE	DAY	TIME	(1) :15	(1) :30/(2) :15
All Day ROS	Monday-Sunday	6A-6A	Intro or outro	:15 Intro & outro :30 Intro or outro

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:

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



DIGITAL

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.

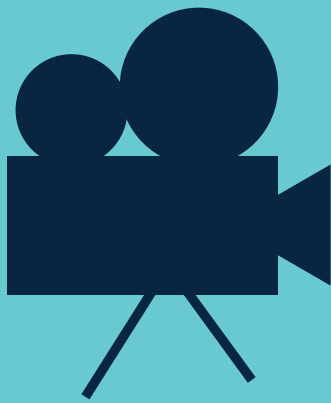
DIGITAL AVAILS

DIGITAL TILES		
SCHEDULE PAGE	<ul style="list-style-type: none">• 10,500 to 12,000 monthly views• Includes external link	300x250 px
HOMEPAGE	<ul style="list-style-type: none">• 4,000 average monthly views• Includes external link	300x250 px
DON'T MISS LIST	<ul style="list-style-type: none">• 36,000 +/- subscribers• 17% open rate• Includes external link	800x100 px
RIGHT NAV	<ul style="list-style-type: none">• 3,000 average monthly views• Includes external link	300x250px

SOCIAL MEDIA		
FACEBOOK INSTAGRAM TWITTER	<ul style="list-style-type: none">• Facebook: 14,600 followers• Instagram: 3,878 followers• Twitter: 9,434 followers <small>(as of November 2020)</small>	Organization tagged in post(s). Rules & guidelines apply.

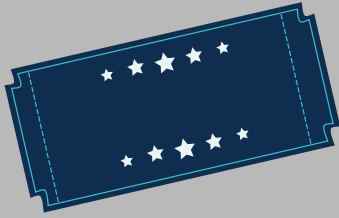
OTHER OPPORTUNITIES

ON-AIR & ONLINE		
NEWS UPDATES	<ul style="list-style-type: none">• :05 pre-roll• Runs nightly Mon-Fri 6p-10p• Featured on KLRN.org/news	Includes logo and VO
BEYOND TV PROMOS	<ul style="list-style-type: none">• :30 promotional spot• Scheduled based on subject matter	Includes logo and VO <small>(approx 4-5 sec)</small>



MORE SPONSORSHIP OPTIONS

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

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



PRODUCTION

LOCAL PROGRAMMING

- The Beat
- 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