





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.

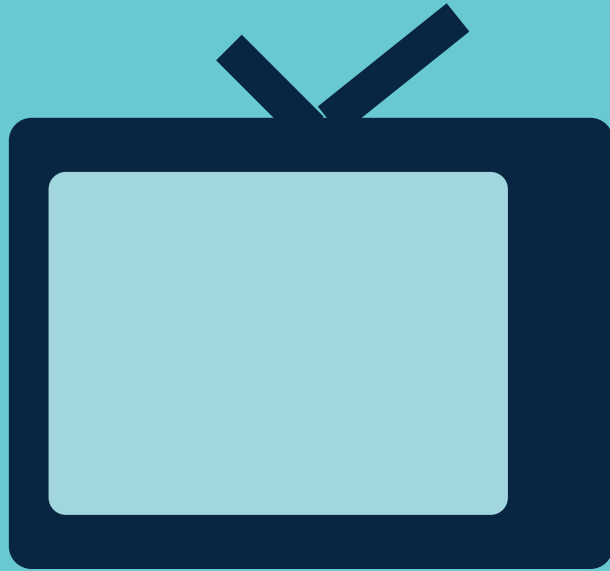
We are America's largest stage. We bring music, theater, dance, art, and drama straight into the living rooms of 30 South Central Texas counties.

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.

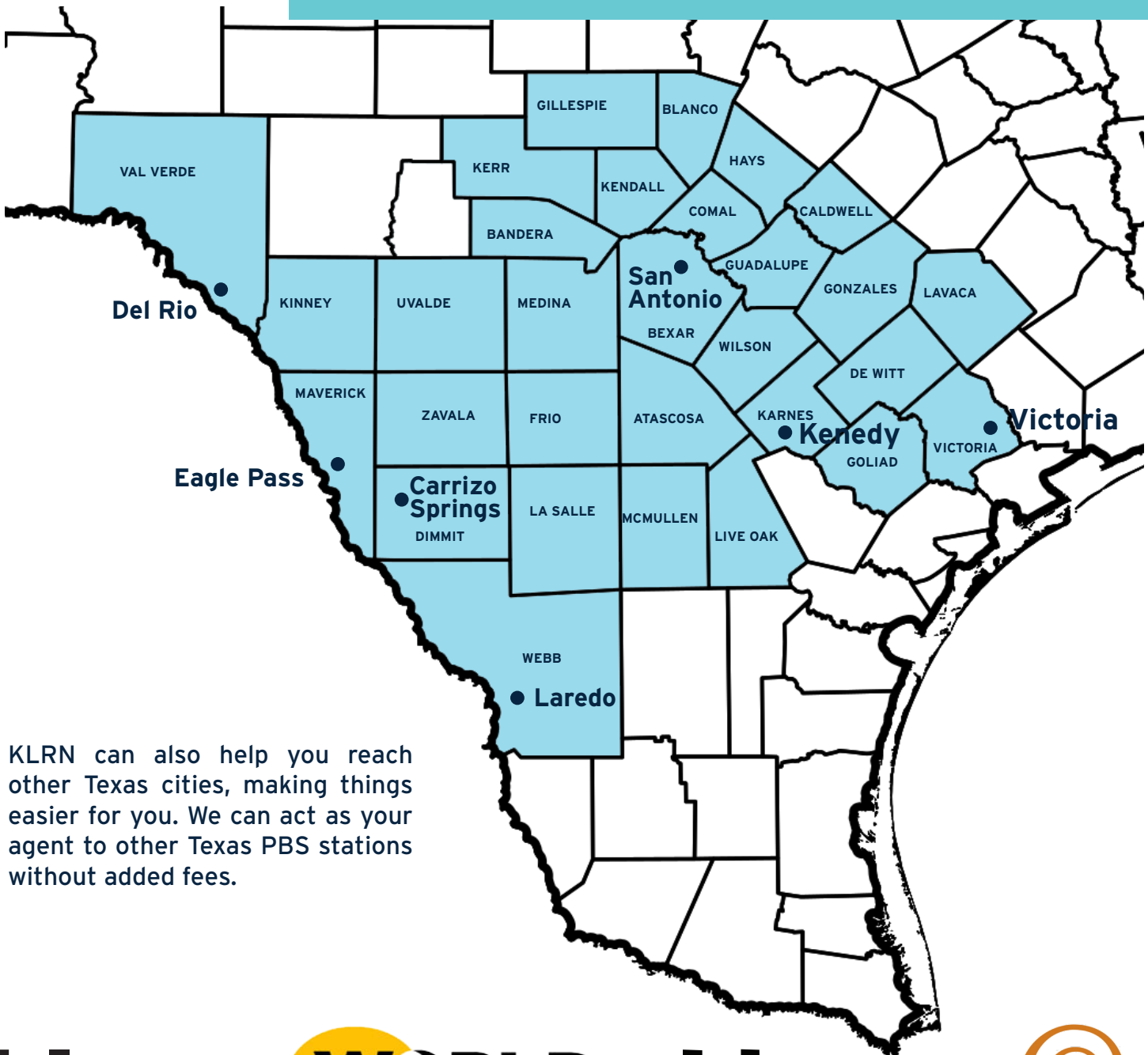




ON-AIR

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



Spectrum, GVTC



Spectrum,
GVTC, Grande



Spectrum,
GVTC, Grande

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

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

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

- 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

21%

PBS 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

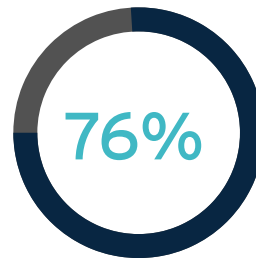


Sources: 3. Nielsen NPower, May 2014, 6 minute qualifier | 4. 2016 IPSOS Affluent Survey USA | 5. Erdos & Morgan Opinion Leaders Study, 2016

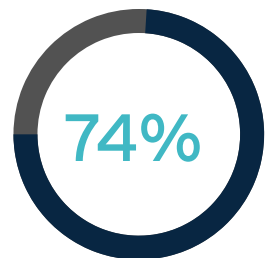


THE HALO EFFECT

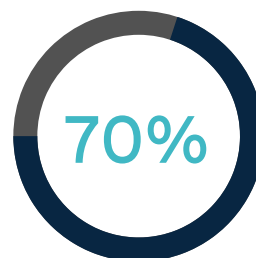
Our viewers attribute specific qualities including excellence, integrity, innovation, and concern for the community with PBS and, by association, with our sponsors.



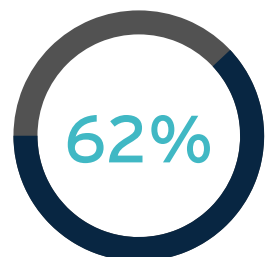
PBS viewers that say those who advertise on PBS have a commitment to quality & excellence²



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 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

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.



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.

DIGITAL RATES

DIGITAL TILES

SCHEDULE PAGE	<ul style="list-style-type: none">• 10,800 average monthly views• Includes external link• 180x180 px	\$100/month
HOME PAGE	<ul style="list-style-type: none">• 7,000 average monthly views• Includes external link• 300x250 px	\$100/month
DON'T MISS LIST	<ul style="list-style-type: none">• 33,000 subscribers• 17% open rate• Includes external link• 800x100 px	\$150/week

SOCIAL MEDIA

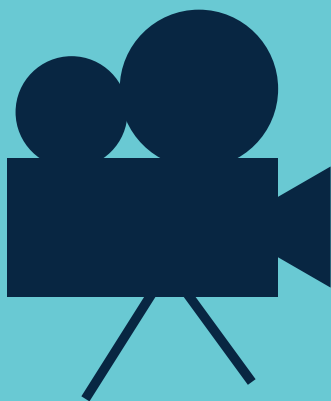
FACEBOOK POST	<ul style="list-style-type: none">• 10,000+ likes• Includes external link/hashtag• Rules & guidelines apply	\$20/post
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VIDEO PRE-ROLLS

ON THE RECORD	<ul style="list-style-type: none">• :15 pre-roll on each episode on KLRN Video Player• Includes external link	\$100/month
SCITECH NOW	<ul style="list-style-type: none">• :15 pre-roll on each episode on KLRN Video Player• Includes external link	\$100/month

AUDIO PRE-ROLLS

ON THE RECORD	<ul style="list-style-type: none">• :15 pre-roll on podcast episode on Soundcloud	\$20/month
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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*