PBS and its member stations have ranked number 1 in public trust for 20 consecutive years.
2024 | Media Kit

Digital ADVERTISING

Contact your representative for rates.

ninepbs.org/schedule
on all devices, including mobile

<table>
<thead>
<tr>
<th>Platform</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partial run</td>
<td>6K impressions (when multiple ads are running)</td>
</tr>
</tbody>
</table>

Digital Specifications

There is a $500 minimum for online-only purchases.

› Add $150 fee if Nine PBS creates the digital ad

Artwork that meets digital ad specs must be supplied.

› File type: .jpg or .png
› Schedule size: 728 x 90 pixels
› Provide a URL for click-through opportunity

Nine PBS Highlights E-Newsletter

<table>
<thead>
<tr>
<th>Platform</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>A monthly sponsorship of our e-newsletter (includes image and link to your landing page).</td>
</tr>
</tbody>
</table>

Our email list includes 129,000 ACTIVE CONTACTS.

Nine PBS Social Media

Facebook: 36,000+ followers*
Twitter: 24,000+ followers*

As of August 25, 2023. Source Facebook Insights Twitter Analytics

ninepbs.org/ninepbskids

<table>
<thead>
<tr>
<th>Platform</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS KIDS® Livestream</td>
<td>We deliver approximately 250,000 impressions per month around PBS KIDS programming on PBS KIDS livestream.</td>
</tr>
</tbody>
</table>

Disclaimers: Video posts generally outperform text/image posts. Social media posts are only available to Nine PBS partner organizations when the desired message aligns with Nine PBS programming or identity and when purchased with additional underwriting support. If impressions are not reached, the ad will continue to be delivered until it hits specified impressions. Rotating banner ads exclude finite time frames or events.

ninepbs.org received over 2 MILLION PAGEVIEWS in 2023.

* As of August 25, 2023. Source: Facebook Insights, Twitter Analytics
Members of Nine PBS—44,300 strong—receive Nine PBS Magazine as a benefit of membership. It is the only paid-circulation magazine in St. Louis that delivers information deemed absolutely vital to the interests of its readers—the monthly broadcast schedule of the programs they love!

Bonus distribution is available at in-person events, including donor events, children’s story times, fairs, festivals, and cultural events. The St. Louis Public Library distributes copies of the magazine through its various branches.

**Advertising Rates/Specifications**

<table>
<thead>
<tr>
<th>Color</th>
<th>Dimensions</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page*</td>
<td>8.375 in. x 10.875 in.</td>
<td>$1,980</td>
<td>$1,890</td>
<td>$1,750</td>
</tr>
<tr>
<td>Inside cover*</td>
<td>8.375 in. x 10.875 in.</td>
<td>$2,830</td>
<td>$2,610</td>
<td>$2,365</td>
</tr>
<tr>
<td>Back cover*</td>
<td>8.375 in. x 10.875 in.</td>
<td>$2,970</td>
<td>$2,750</td>
<td>$2,475</td>
</tr>
</tbody>
</table>

*Any full-page ad needs at least a 0.125 inch bleed on all 4 sides.

| 2/3 page                | 4.75 in. x 9.25 in.   | $1,500  | $1,390  | $1,255  |
| 1/2 page horizontal     | 7.25 in. x 4.75 in.   | $1,280  | $1,280  | $1,090  |
| 1/2 page vertical       | 4.75 in. x 7.25 in.   | $1,280  | $1,280  | $1,090  |
| 1/3 page vertical       | 2.5 in. x 9.25 in.    | $815    | $790    | $730    |
| 1/3 page square         | 4.75 in. x 5 in.      | $815    | $790    | $730    |
| 1/6 page vertical       | 2.5 in. x 4.75 in.    | $500    | $480    | $450    |

**Closing**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan–Feb 2024</td>
<td>November 20</td>
<td>November 29</td>
</tr>
<tr>
<td>Mar–Apr 2024</td>
<td>January 24</td>
<td>January 31</td>
</tr>
<tr>
<td>May–Jun 2024</td>
<td>March 22</td>
<td>March 29</td>
</tr>
<tr>
<td>Jul–Aug 2024</td>
<td>May 23</td>
<td>May 31</td>
</tr>
<tr>
<td>Sep–Oct 2024</td>
<td>July 24</td>
<td>July 31</td>
</tr>
<tr>
<td>Nov–Dec 2024</td>
<td>September 23</td>
<td>September 30</td>
</tr>
<tr>
<td>Jan–Feb 2025</td>
<td>November 22</td>
<td>December 2</td>
</tr>
</tbody>
</table>

**Creative**

Nine PBS Magazine will produce ads for a one-time production charge of $150. Copy changes will be permitted one time only at no charge. Not subject to discounts.

**Discounts**

Not-for-profit organizations with proper documentation qualify for a 10% discount. Discounts do not apply to a one-time insertion order.

**Digital Magazine**

The digital version of Nine PBS Magazine increases our print circulation even further. Each issue is fully accessible at ninepbs.org/magazine.
Sponsorships on NONCOMMERCIAL BROADCASTING

Contact your representative for rates and options.

News
PBS NewsHour / PBS News Weekend / Washington Week with The Atlantic / BBC News / Amanpour and Company
Mon–Fri | 5:30–7:00 pm

Nine PBS Primetime
Antiques Roadshow / Local Specials / American Experience / Nova / American Masters / Frontline / Finding Your Roots / Nature / Donnybrook / Living St. Louis
Mon–Sat | 7–10 pm

Masterpiece Sundays
All Creatures Great and Small / Annika / Van der Valk / Grantchester / Unforgotten / World on Fire
Sun | 7–10 pm

Nine PBS Cooking
America's Test Kitchen / Milk Street / Lidia's Kitchen / Steven Raichlen's Planet Barbecue / Cook's Country / Pati's Mexican Table / A Chef's Life / tasteMAKERS
Sat | 10 am–2 pm

Weekends
MotorWeek / This Old House / Curious Traveler / Rick Steves’ Europe / Samantha Brown’s Places to Love
Sat–Sun | Noncooking times

Weekend Movies
Sat–Sun | 9–11 pm / 10 pm–midnight

Mon–Fri / Sat–Sun | 6:30–11:30 am and 3–5 pm / 6–9 am

Nine PBS Late Night
NHK Newsline / In the Americas / Best of the Joy of Painting / Travelscope
Mon–Fri | 10 pm–midnight

Miss Scarlet and The Duke, one of our top Masterpiece programs, returns for a fourth season. Headstrong Eliza Scarlet, the first-ever female detective in Victorian London. The series delivers the kind of historical fiction where a smart woman must work out how to survive and thrive in a time when she had few rights.

Nine PBS offers a brand-safe environment for your messages.
Announcements only air at the opening and closing of our interruption-free programs. Unlike commercial radio, TV, and cable, we air a fraction of the 16-plus minutes, on average (or 30+ commercials), of breaks they do, so your announcement is seen, heard, and noticed. Contact your representative for rates and program options.

Nine PBS’s television platforms include four distinct broadcast channels.
Nine PBS offers the people of the St. Louis region multiple ways to explore the world and become engaged in civic life.

**Education** (Highest Level)

- High school diploma: 28%
- Attended some college: 30%
- College graduate: 16%
- Some post-graduate: 5%
- Graduate degree: 13%

**Age**

- 18-34: 20%
- 35-44: 11%
- 45-54: 11%
- 55-64: 20%
- 65+: 38%

**Household Income**

- Under $25,000: 15%
- $25,000–$49,999: 25%
- $50,000–$74,999: 15%
- $75,000–$99,999: 16%
- $100,000–$149,999: 15%
- $150,000+: 14%

**Gender**

- Female: 52%
- Male: 48%

**Marital Status**

- Married: 54%
- Single: 24%
- Divorced: 13%
- Widowed: 9%

Source: Nielsen Scarborough, January 2022-March 2023

For the first half of 2023, **Nine PBS ranked number one** among public television stations nationwide with the highest percentage of households watching.

On average, more than **300,000 viewers** tune in weekly to Nine PBS.

**Nine PBS reaches more than 95%** of all households in the St. Louis region.

Source for the data points above: Nielsen/TRAC Media Services, Jan-Jun 2023.
National PROGRAMMING
Noncommercial and free to all Americans.

American Masters
An award-winning biography series that celebrates our arts and culture.

Finding Your Roots
Henry Gates uncovers the buried secrets and inspiring stories of long-forgotten ancestors.

Frontline
PBS’s award-winning flagship public affairs series takes you inside the controversial and complex stories shaping our times.

Great Performances
Television’s longest-running performing arts anthology is the place to enjoy the best in music, dance, and theater.

Masterpiece
Masterpiece remains one of the highest rated PBS programs. The Emmy-winning series presents beloved classics and contemporary drama.

Nature
Nature is one of the most watched documentary film series on public television. Over the years, it has brought the beauty and wonder of the natural world into our homes.

PBS NewsHour
For almost 50 years, millions have turned to it as public broadcasting’s marquee nightly news program for the solid, reliable reporting that has made it the most objective news program on television. It received a prestigious 2023 Peabody Award for its “Guns in America” reporting.

Nova
Nova illuminates the creativity, excitement, and transformative power of the scientific process, inspiring the next generation.
Local PROGRAMMING

Nine PBS’s series and specials celebrate St. Louis region’s strengths, accomplishments, and challenges. In 2023, Nine PBS received nine Mid-America Regional Emmy Award nominations and three wins for Living St. Louis (314 Day), Living St. Louis: Kids, Families, and Mental Health Special, and Drawn In: Brave Hero 2.

Donnybrook

On Donnybrook, five quick-witted, highly opinionated St. Louis journalists discuss tough topics. Donnybrook is also available as a podcast.

Teaching in Room 9

A reimagined season of Nine PBS’s award-winning kids’ program returned in September 2023 with a brand-new in-studio set, a permanent host, and field trips, offering preschoolers a classroom-like experience with some of the region’s best teachers.

Living St. Louis

As it begins its 21st season in 2024, Living St. Louis continues to build community pride and provide a space for lifelong learning, showcasing the people, places, and things that make St. Louis unique. The flagship vehicle is a weekly, 30-minute show featuring prerecorded segments and in-studio interviews.

Nine PBS and Local Partner Specials in 2023

Birthing Justice | Mama Said, Mama Said
Power of the Pitch | St. Louis Teen Talent
State of Change | Strings of Imagination
Our Values

Our values shape us and are a significant reason for our success. If you value community, trust, equity, and learning, become a Nine PBS advertiser or sponsor.

Community
There is great joy in being an essential part of our community and this propels our work in the region and beyond.

Trust
Our community relies on us to act with integrity, to be transparent, and tell authentic stories.

Equity
For our community to thrive, everyone must thrive. We bring people together to amplify voices and work toward solutions that identify and eliminate barriers for all.

Learning
We believe in the transformative power of learning for everyone.

Our Core Purpose

Nine PBS magnifies and deepens understanding of our community to help our region flourish.

We offer unique opportunities to connect your brand with broad audiences on air, online, digital, and in print.

Custom packages are available to fit your company’s needs and marketing goals.

J. Marvin Sanders | msanders@ninepbs.org
Corporate Accounts Manager, Nine PBS
Office: (314) 512-9137 | Cell: (314) 504-7331

Nine PBS
3655 Olive Street | St. Louis, MO 63108