

# ALIGN YOUR BRAND WITH NINE PBS

[ninepbs.org](https://www.ninepbs.org)





## 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.

Our goal is to ensure our region is a great place to live, work, and play for all. 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.

For the last 5 years,  
Nine PBS has been

**ONE OF THE  
MOST-WATCHED  
PBS STATIONS**  
in the country.

Source: TRAC Media Services

# POWERED BY PURPOSE, NOT PRODUCTS

Unlike commercial media, we exist to serve the public good. We serve 31 counties in the St. Louis Metro area with a singular purpose: to magnify and deepen understanding of our community to help our region flourish.

For more than 70 years, Nine PBS has been our region’s storyteller and trusted partner. We connect with our community through compelling national programs, inspiring local stories, and engaging initiatives.

- 1. Shorter, less intrusive brand messages: Sponsor spots are :15 or :30 seconds long and do not interrupt programming.
- 2. Fewer messages per break: We limit the number of sponsors per program, reducing spot fatigue and increasing brand recall.
- 3. Noncommercial feel: Sponsorship messages focus on brand awareness rather than hard-selling tactics.

## Viewer Demographics

With Nine PBS, you build brand awareness, trust, and loyalty among a group of engaged, affluent viewers who are hard to find on other networks.

Household Income		Education (Highest Level)		Age	
Less than \$25,000	12%	High school diploma	25%	Under 18	6%
\$25,000–\$49,000	20%	Attended some college	31%	18–34	7%
\$50,000–\$74,000	22%	College graduate	19%	35–49	11%
\$75,000–\$100,000	16%	Some post-graduate	5%	50–64	28%
\$100,000–\$200,000	24%	Graduate degree	15%	65+	48%
\$200,000+	6%			Gender (18+)	
				Female	52%
				Male	48%

Source: TRAC/The Nielsen Company, January–June 2025

Source: Nielsen Scarborough, July 2023–August 2024

Source: TRAC/The Nielsen Company, January–June 2025

## Find Us Everywhere.

Nine PBS (9.1), PBS KIDS (9.2), Nine PBS World (9.3), and Nine PBS Create (9.4) broadcast over the air and on Spectrum Digital Cable, Nine PBS on Dish Network and AT&T U-verse, Nine PBS and Nine PBS KIDS on DirecTV, DirecTV Stream, YouTube TV, Hulu + Live, and livestream and on-demand on the PBS app, plus extended access for Nine PBS members with Nine PBS Passport.

# SPONSOR MOMENTS THAT MATTER

## Corporate Sponsorship of National Programs

PBS offers programming that expands the minds of children, documentaries that open up new worlds, noncommercial news programs that keep citizens informed on world events and cultures, and programs that expose Americans to the worlds of music, theater, dance, and art.



### › News

*PBS News Hour / PBS News Weekend / Washington Week with The Atlantic / BBC News*

**Mon–Fri / Sat | 5:30–7:00 pm, 11 pm–12 am / 6 pm**



### › Nine PBS Late Night

*Various primetime repeats / In the Americas / Best of the Joy of Painting / Travelscope*

**Mon–Fri | 10 pm–midnight**



### › Primetime

*Antiques Roadshow / Finding Your Roots / Masterpiece / Nature / Nova / American Masters / Frontline / Great Performances / Donnybrook / Living St. Louis / Local Specials*

**Mon–Sun | 7–10 pm**



### › PBS KIDS

*Weather Hunters / Carl the Collector / Alma's Way / Lyla in the Loop / Rosie's Rules / Work It Out Wombats! / Molly of Denali / Odd Squad / Daniel Tiger's Neighborhood / Wild Kratts / Sesame Street*

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



### › Cooking and Lifestyle

*America's Test Kitchen / Milk Street / Lidia's Kitchen / Cook's Country / Pati's Mexican Table / The Life of Loi: Mediterranean Secrets / This Old House / Ask This Old House / J Schwanke's Life in Bloom / MotorWeek*

**Sat | 10:30 am–4:00 pm**



### › Travel and History

*Joseph osendo's Steppin' Out / Rick Steves / Samantha Brown's Places to Love / Weekends with Yankee / American Experience / American Masters / Ken Burns' Films*

**Sun | 10 am–6 pm**



## Corporate Sponsorship of Local Programs

We are proud to connect our community through content and represent St. Louis as leaders in public media across the country.



### › Donnybrook/Donnybrook Last Call

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

Thursdays | 7 pm



### › Teaching in Room 9

There's a new season of Nine PBS's award-winning, weekday series for pre-k through fourth-grade learners, including new subjects and new educators.

Mon–Fri | 9:30 am



### › Listen, St. Louis with Carol Daniel

*Listen, St. Louis with Carol Daniel* podcast explores complex issues with the people working to help our region thrive. New episodes drop weekly anywhere podcasts are heard or on Nine PBS's YouTube channel.

Wherever you get your podcasts.



### › Living St. Louis

Nine PBS's longstanding, magazine-style series has proudly showcased the people and places of the region since 2004. With more than 600 episodes and more than 30 Mid-America Regional Emmy Awards, *Living St. Louis* builds community pride and provides a space for lifelong learning.

Mondays | 7 pm

**CONTACT YOUR REPRESENTATIVE FOR RATES AND OPTIONS.**

# DIGITAL ADVERTISING OPPORTUNITIES

## Newsletters

From programming highlights to local stories and event updates, our regularly scheduled newsletters reach large audiences, including members and friends of public media.

### Weekly Watchlist

Delivered to 147,000+

Nine PBS members can enjoy weekly programming updates and highlights, delivered to inboxes every Monday morning, so viewers can plan their week.

### FULL SPONSORSHIP

Placement: Four consecutive Mondays in Weekly Watchlist; once a month in all other newsletters.

Your brand appears **three times** within the body of the newsletter.

- Header (your official logo, with a link to a URL)
- Middle (image, copy, a link to URL)
- Bottom (a graphic footer with a link to a URL)

### STANDARD SPONSORSHIP

Placement: Four consecutive Mondays in Weekly Watchlist; once a month in all other newsletters.

Your brand appears **once** within the body of the newsletter.

- Middle (image, copy, a link to URL)

Header

Nine PBS

WEEKLY WATCHLIST

A curated guide to what to watch

This month's newsletter is sponsored by

SPONSOR

LOGO HERE

600x338 px

TOP PICKS

WALKING WITH DINOSAURS

WATCH A PREVIEW

Walking with Dinosaurs

Step into the fascinating world of dinosaurs and uncover stories of love, loss, and survival.

Monday–Wednesday, June 16–18

Fossil Country

WATCH A PREVIEW

Fossil Country

Hardscrabble fossil hunters in the mining town of Kemmerer, WY, make astounding discoveries.

Monday, June 16, 10 pm

There's a lot more free programming this week. Check out our two-week schedule.

Middle

MESSAGE FROM [INSERT SPONSOR NAMES HERE]

YOUR DIGITAL

AD HERE

600x338 px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sit amet diam lacinia, placerat sapien tincidunt, mattis purus. Nulla gravida, eros in pulvinar mattis, risus felis ultricies tortor, eget volutpat turpis elit vel elit. [Proin](#).

LOCAL STORIES

DONNYBROOK

WATCH A CLIP

Donnybrook

Watch a clip from last week's Donnybrook, where five quick-witted, highly opinionated St. Louis journalists disagree on tough topics.

FIREWORK CRACK DOWN

WATCH A CLIP

Firework Crack Down

St. Louis firefighters battle a massive fire in a residential neighborhood.

JIM KIRCHHERR'S 50 YEARS IN JOURNALISM

WATCH A CLIP

Living St. Louis

Our magazine-style series showcases the region's people and places, builds community pride and provides a space for lifelong learning.

MAKE A NOTE

LISTEN ST. LOUIS: HONORING JUNETEENTH

WATCH A CLIP

Listen St. Louis: Honoring Juneteenth

Jun 19, 7 pm

CATCH ME IF YOU CAN

WATCH A CLIP

Movie: Catch Me If You Can

Jul 26, 9 pm

THE AMERICAN REVOLUTION

WATCH A CLIP

The American Revolution

Nov. 16, 7 pm

Bottom

SPONSOR BANNER IMAGE HERE

600x125

6

## Brand-New Opportunities: Monthly Newsletters

Become the inaugural sponsor of these targeted, monthly newsletters.



### Nine PBS: Kids & Caregivers

Stay involved with activities, events, and the latest educational programming and resources for kids, delivered monthly to your inbox.



### Nine PBS: Local

Get monthly updates on local Nine PBS events, partner events, community happenings and get connected to important local stories.



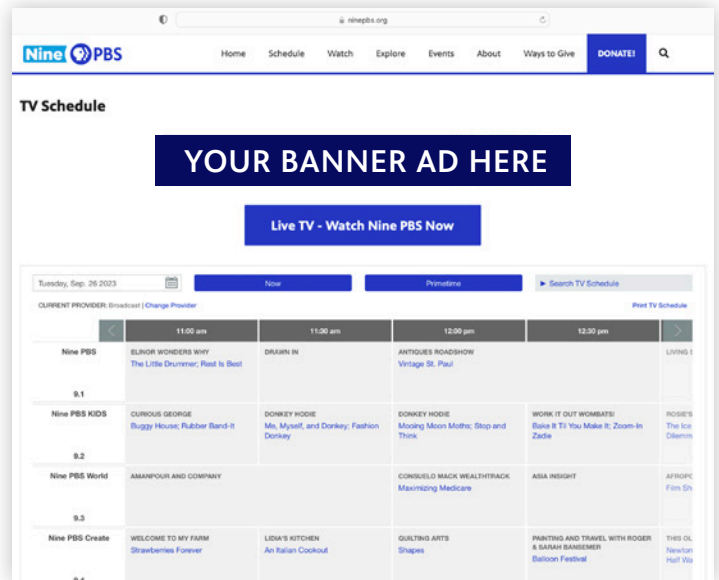
### Nine PBS: Young Neighbors

Our new Young Neighbors of Nine PBS group will bring together emerging leaders and supporters who are passionate about public media to help expand our impact.

## Web Banners

Our full two-week schedule for all four of our channels is the premiere spot for your banner ad.

[ninepbs.org/schedule](http://ninepbs.org/schedule)



## LEADERBOARD SIZE BANNER SPECS

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

Artwork must meet our digital ad specs.

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



# FLAGSHIP EVENT SPONSORSHIPS

Our events bring the community together to explore our shared history, learn new things, or just celebrate living!



## Antiques Roadshow Watch Party & Vintage Fair Winter/Spring 2026

A celebration of all things timeless at our *Antiques Roadshow* Watch Party, featuring the newly filmed St. Louis episode and a fun mix of vintage and modern treasures. Connect with fellow fans, explore unique finds, and enjoy a night of nostalgia and community.



## 314 Day March 2026

314 Day, founded in 2006 to celebrate St. Louis pride, turns 20 this year—and Nine PBS is marking the milestone with our biggest celebration yet! We'll host a lively block party in the Public Media Commons featuring local stories, food, and community partners.



## Donnybash April 2026

A live taping and reception of *Donnybrook*, the fast-paced, no-holds-barred public affairs show where sharp-witted St. Louis journalists tackle the week's hot topics with strong opinions and lively debate.



## Nine PBS Playdate 2026 (up to three events) Summer

Nine PBS Playdate (formerly Storytime in the Commons) is hitting the road in 2026, bringing PBS KIDS® characters, stories, and fun family activities to neighborhoods near you! These free events encourage a love of learning through books, games, crafts, and more.

*More event opportunities are available throughout the year. Events are subject to change.*

## Other Opportunities

### Screening Events

Nine PBS hosts public screenings throughout the year of major programs around topics important to our community.

### Young Neighbors of Nine PBS Gatherings

Our new Young Neighbors of Nine PBS group will bring together emerging leaders and supporters who are passionate about public media to help expand our impact.

**Contact Marvin Sanders**  
Corporate Support Manager

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