Our audience sees Nine PBS as dedicated to providing quality programming and services; a mission-driven organization with loyal members who have an emotional connection with Nine PBS and positive impressions of the businesses that support us.
American Masters
An award-winning biography series that celebrates our arts and culture. Upcoming profiles in 2023 include Dr. Anthony Fauci, Roberta Flack, and Zora Neale Hurston.

Finding Your Roots
An all-new season of Finding Your Roots debuts in 2023. Henry Gates uncovers the buried secrets and inspiring stories of long-forgotten ancestors, including the families of Nathan Lane, John Leguizamo, Erin Burnett, David Chang, Brittany Packnett Cunningham, and Anita Hill, among others.

Frontline
PBS's award-winning flagship public affairs series takes you inside the controversial, complex stories shaping our times. Recent award-winning episodes include Escaping Eritrea, A Thousand Cuts, American Insurrection, I'm Not a Monster, and Un(re)solved.

Great Performances
Television’s longest-running performing arts anthology is the place to enjoy the best in music, dance, and theater including 2022’s Fire Shut Up in My Bones (originally commissioned by Opera Theatre of Saint Louis), Cendrillon (Cinderella), Black Lucy and the Bard, and Broadway’s Best.

Masterpiece
The Emmy-winning Masterpiece presents beloved classics and contemporary drama. New and returning shows in 2023 include All Creatures Great and Small, Miss Scarlet and the Duke, Grantchester, Guilt, Annika, and Magpie Murders.

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 2022 Peabody Award for its January 6th reporting in 2021.

Nova
Nova illuminates the creativity, excitement, and transformative power of the scientific process. Recent episodes include Cuba’s Cancer Hope, Ending HIV in America, Saving Venice, and Rebuilding Notre Dame. Coming in 2023: NASA’s James Webb Space Telescope.
Local PROGRAMMING

Nine PBS's series and specials celebrate the St. Louis region’s strengths, accomplishments, and challenges.

Donnybrook/Donnybrook Next Up

On Donnybrook, five quick-witted, highly opinionated St. Louis journalists discuss tough topics. Donnybrook Next Up follows the original show with interviews with local experts about current happenings in the region. Donnybrook/Donnybrook Next Up is also offered as a podcast.

Teaching in Room 9

As a service to the community, Nine PBS broadcasts local-teacher-led classroom lessons weekdays on Teaching in Room 9. The series provides quality instruction in the fundamentals of reading and math, letters and sounds, friends and feelings, art, movement, and science to early learners. Teaching in Room 9 was honored with a What’s Right with the Region Award from FOCUS St. Louis in 2022.

Living St. Louis

As it begins its 20th season in 2023, Living St. Louis (LSL) is expanding the brand across multiple platforms to provide a greater diversity of stories that reinforce Nine’s role as the region’s teller of interesting and important local stories. Its flagship vehicle is a weekly, 30-minute show featuring prerecorded segments and in-studio interviews.

Drawn In

From Nine PBS in partnership with Lion Forge Animation, Drawn In a multimedia initiative designed to positively represent kids of color and help close the literacy gap. It follows the exploits of four Midwestern kids who unabashedly love comic books.

Special Programs in 2022

- Head over Heels: Remembering Wrestling at the Chase
- Living St. Louis Special: Kids, Families, and Mental Health
- Living St. Louis Special: Pathways to Work
- St. Louis Teen Talent Competition

Watch these programs at ninepbs.org/specials or on the PBS Video App.
**Noncommercial BROADCASTING**

📍 **Contact your representative for rates and options.**

› **News**  
  *BBC World News / PBS NewsHour / Washington Week*  
  Mon–Fri | 5:30–7:00 pm

› **Nine PBS Primetime**  
  *The Great American Recipe / America Outdoors with Baratunde Thurston / Antiques Roadshow / 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 / Miss Scarlet and the Duke / Magpie Murders / Annika / Van der Valk / Guilt / Grantchester / Endeavour / Sanditon*  
  Sun | 7–10 pm

› **Nine PBS Cooking**  
  *America's Test Kitchen / Milk Street / Lidia's Kitchen / Steven Raichlen's Project Fire / Sarah's Weeknight Meals / Simply Ming / Pati's Mexican Table / Kitchen Queens*  
  Sat | 10 am–2 pm

› **Weekends**  
  *MotorWeek / This Old House / Ask This Old House / American Woodshop / Garden Smart*  
  Sat–Sun | Noncooking times

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

› **Nine PBS KIDS**  
  Mon–Fri / Sat–Sun | 6:30–11 am and 1:30–5:00 pm / 6–9:30 am

› **Nine PBS Late Night**  
  *NHK Newsline / BBC World News / Amanpour and Company / Best of the Joy of Painting*  
  Mon–Fri | 10 pm–midnight

Fight the Power: How Hip Hop Changed the World tells the story of hip hop as a political tool for speaking truth to power. The series includes first-hand accounts from some of rap’s most integral players and deconstructs the origins of this bold and revolutionary art form through the voices of those who were there at the start. Premieres January 31, 2023.

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 underwriting announcement is seen, heard, and noticed.

Sponsoring or advertising with Nine PBS will enhance your image as an organization that is committed to supporting the community. Our viewers are more likely to buy from a business that shows this kind of community goodwill by associating their brand with PBS.

Nine PBS’s television platforms include four distinct broadcast channels.
In the first quarter of 2022, 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 is in the Top 5 in viewership per capita among other public media stations.

Source for data points above: TRAC Media Services, 2022
Digital ADVERTISING

Contact your representative for rates.

ninepbs.org/schedule
on all devices, including mobile

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<th>Platform</th>
<th>Deliverables</th>
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<tr>
<td>Full run</td>
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<tr>
<td>Partial run</td>
<td>6K impressions (when multiple ads are running)</td>
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Nine PBS Social Media

Facebook › 29,000+ followers*
Twitter › 25,000+ followers*

*As of October 2022, Facebook Insights, Twitter Analytics

Nine PBS Highlights

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<tr>
<th>Platform</th>
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<tr>
<td>Email</td>
<td>A monthly sponsorship of our e-newsletter (includes company logo and link to landing page).</td>
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Our email list includes almost 115,000 ACTIVE CONTACTS.

Digital Specifications

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

› Add $150 charge 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
› Homepage size: 300 x 250 pixels
› Provide a URL for click-through opportunity

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.
Magazine

ADVERTISING

Members of Nine PBS—42,000 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 when safe to do so, including donor events, children's story times, art fairs, food festivals, and cultural events. The St. Louis Public Library distributes copies of the magazine through its various branches.

Advertising Rates/Specifications

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<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>
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<tr>
<td>› Inside cover*</td>
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<td>$2,610</td>
<td>$2,365</td>
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<tr>
<td>› Back cover*</td>
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*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  |
| 1/6 page horizontal  | 4.75 in. x 2.5 in       | $500  | $480  | $450  |

Closing

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Disclaimers: All rates are net to advertisers. Nine PBS Magazine reserves the right to update, modify, or change rates and ad sizes without prior notice. All rates and ad sizes will be honored once agreements have been finalized. We make every effort to accommodate special page requests, but we cannot guarantee a preferred position (premium positions excluded). Frequency rates and discounts require advance reservation of multiple insertions. We cannot accept advertising that competes with our fundraising efforts, which includes but is not limited to planned giving and membership. We reserve the right to decline any ad for any reason.
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.

Nine PBS offers unique opportunities to connect your brand with broad audiences on air, online, and in print. Custom packages are available to fit your company's needs and marketing goals.

PBS is #1 in public trust for 19 years

For the 19th year in a row, Americans rank PBS the most-trusted media institution. Ahead of video streaming services, commercial cable and broadcast TV, newspaper publishing companies, and social media.

Source: Marketing and Research Resources, Inc., online survey, January 7–19, 2022