

PUBLIC MEDIA THAT INSPIRES



Vegas  PBS®

      @vegaspbs | vegaspbs.org

MEDIA KIT

77% of Americans say PBS is the **most trusted institution.**



This survey was developed by PBS and conducted online within the United States by Proof Insights (formerly M&RR) fielded 31 questions during the window of January 4-15, 2024. The survey was conducted among a sample of 1,019 adults ages 18+, 498 men, 517 women, and 4 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.

PBS NewsHour was ranked most **"OBJECTIVE"**, 2nd most **"CREDIBLE"**, and 3rd most **"INFLUENTIAL"** among all weekday series for opinion leaders.



Source: Erdos & Morgan Opinion Leaders 2022 / A National Study of Contemporary Issue Involvement & Media Influence syndicated survey.

The **Vegas PBS broadcast coverage area** extends beyond Clark County to other areas of Southern Nevada, reaching **90%** of the state's population.



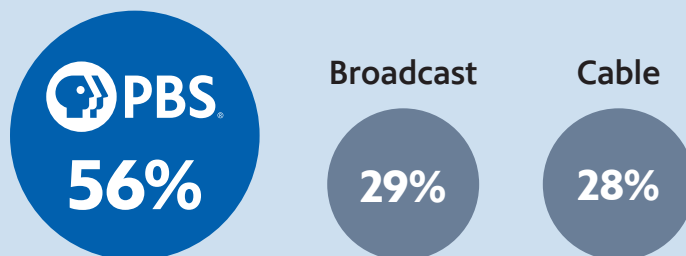
PBS Affluent viewers **RANK #1** in **personal travel** and **contributing to charitable organizations.**

With their excess of wealth, they spend more than general Affluents across various categories.



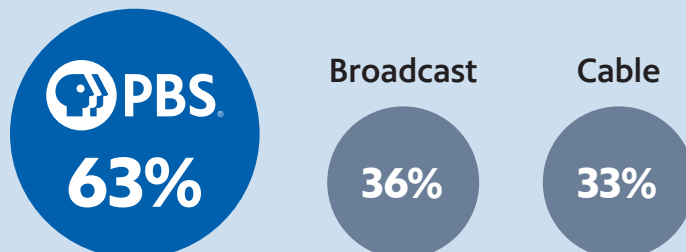
Source: Ipsos Affluent Survey, Fall 2023. Data based on networks watched in the past week (any hours).

PBS Viewers are **twice as likely** to buy from a PBS Sponsor



Source: KANTAR Media/GCPTV Viewer Attributes & Behaviors Study, April 27–May 16, 2020

The PBS "Halo Effect": Viewers believe PBS sponsors have a greater commitment to quality and excellence



Source: KANTAR Media/GCPTV Viewer Attributes & Behaviors Study, April 27–May 16, 2020. n=5,455

Photo: Miss Scarlet and The Duke on MASTERPIECE

For 16 consecutive years, Vegas PBS has been ranked among the **TOP 10 MOST-WATCHED PBS STATIONS** with **400,000+** average monthly views.

(based on overnight Nielsen ratings)

PBS stations reach **more children**, and **more parents of young children**, in low-income homes than any of the children's TV networks.

(Source: Nielsen NPOWER, 9/19/22 - 9/24/23, L7 MSu6A6A, 50%, 1+min, <\$40K, K2-11, A18-49 w/K<6, PBS, children's cable nets.)



Television Sponsorships

Our sponsorships deliver benefits that are quite different than commercial media:

- Vegas PBS programs have much less “message clutter” than on other broadcast or cable programming. Only 2:15 of every hour is spent on messaging — compared with up to 20 minutes per hour on commercial TV! It’s one reason why viewers can easily recall our sponsor messages.
- Programs air without commercial interruption, which keeps viewers engaged. Since sponsor messages air only at the beginning and end of programs, viewers are less likely to change channels and more likely to see your message.
- Your competitors won’t be next to you in a program, since our sponsors always receive category exclusivity — further enhancing the effectiveness of your message.
- Sponsorships build community goodwill, since supporters of Vegas PBS programming are seen as providing an important service to the community. Two out of three respondents would choose to buy from a company that supports PBS. It’s another benefit of the “Halo Effect.”

Announcements may do the following:

- Describe a business, identify products or services
- Express a corporate philosophy
- Include a corporate logo, business location, website or toll-free number
- Express support of Vegas PBS and its programming

Contact your representative for rates and options.

OUR CHANNELS

Vegas  PBS®

10.1 Broadcast, 10 HD Cox Cable, 10 DirecTV, 10 & 1010 HD Prism, 10 DISH, Streaming at vegaspbs.org, on YouTube TV, DIRECTV Stream, Hulu + Live TV, and Local Now.

Vegas  PBS


10.2 Broadcast, 112 Cox Cable, 12 Prism



10.3 Broadcast, 113 Cox Cable, 13 Prism, Streaming on Hulu + Live TV

Vegas  PBS®



10.4 Broadcast, 114 Cox Cable



ICONIC NATIONAL PROGRAMMING

ANTIQUES ROADSHOW

Part adventure, part history lesson, and part treasure hunt! Watch as specialists from the country's leading auction houses and independent dealers offer free appraisals of antiques and collectibles, revealing fascinating truths about family treasures and flea market finds.

MASTERPIECE

For over 50 years, MASTERPIECE has remained steadfast in our commitment to bringing the best in drama to American public television audiences. Known for hits such as All Creatures Great and Small, Sherlock, Downton Abbey and Victoria, MASTERPIECE has been essential Sunday night viewing for millions of fans since 1971.

NATURE

NATURE brings the beauty and wonder of the natural world into your home and has become the benchmark for natural history programs.

FRONTLINE

FRONTLINE explores and illuminates the critical issues of our times - from business and health to social issues, politics and war.

AMERICAN MASTERS

Comprehensive film biographies about the broad cast of characters who comprise our cultural history.

GREAT PERFORMANCES

Great Performances presents the best in the performing arts from across America and around the world, with a diverse programming portfolio of classical music, opera, popular song, musical theater, dance, drama, and performance documentaries.

FINDING YOUR ROOTS

For more than a decade, renowned Harvard scholar Dr. Henry Louis Gates, Jr. has helped to expand America's sense of itself, stimulating a national conversation about identity with humor, wisdom, and compassion. Professor Gates has explored the ancestry of dozens of influential people from diverse backgrounds, taking millions of viewers deep into the past to reveal the connections that bind us all.

NOVA

NOVA brings you stories from the frontlines of science and engineering, answering the big questions of today and tomorrow, from how our ancestors lived, to whether parallel universes exist, to how technology will transform our lives.

AMERICAN EXPERIENCE

TV's most-watched history series brings to life the compelling stories from our past that inform our understanding of the world today.

PBS NEWSHOUR

Millions of Americans turn to PBS for the solid, reliable reporting that has made PBS NewsHour one of the most trusted news programs in television.

WASHINGTON WEEK

The longest-running primetime news and public affairs program on television featuring a group of journalists participating in a roundtable discussion of major news events.

INDEPENDENT LENS

America's home for independent documentary film, each telling timely and fascinating stories that raise critically important questions that reflect the times in which we're living.



VEGAS PBS ORIGINALS

NEVADA WEEK

This weekly public affairs program provides insight into the most current and critical issues facing Nevada, covering a wide range of important issues such as health care, politics, arts and culture, education, economic development, social services and more.

NEVADA WEEK IN PERSON

Nevada Week In Person brings viewers insightful yet casual conversations with artists, athletes, entertainers, business and thought leaders, influencers, and newsmakers to talk about their personal passions, projects, and compelling stories.

OUTDOOR NEVADA

In 2023, this beloved series was distributed nationally on nearly 300 public television stations. Season 6 was filmed in 2023 for a January 2024 release with new host Connor Fields as he takes viewers across Nevada in search of its wide-open spaces, hidden treasures, and rich history.

VEGAS ALL IN

This brand new digital-first series highlights the authentic voices of the people who make Las Vegas unique. By featuring documentary-style storytelling with entrepreneurs, innovators, artists, athletes, chefs, entertainers, and celebrities, Vegas All In delves into the past, present, and future of Las Vegas.

BIENVENIDOS A LAS VEGAS

Hosted by Maria Silva, Bienvenidos a Las Vegas highlights the history, people, cultures and future of Southern Nevada's diverse and dynamic Latino community.

SUPPORTING LOCAL STUDENTS

in programs such as:

- Varsity Quiz and Junior Varsity Quiz
- Student Spotlight
- Clark County Spelling Bee Finals
- African American History Challenge

MORE LOCAL PROGRAMS

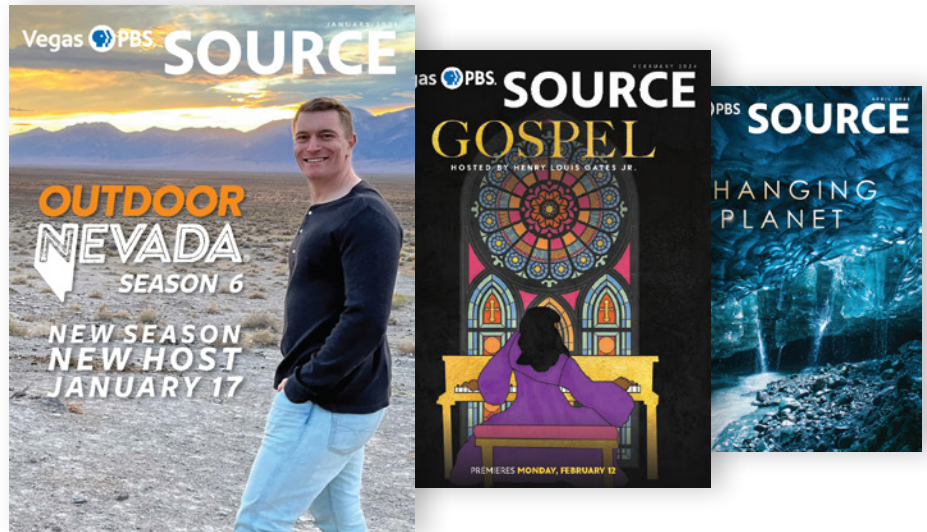
The documentaries and specials below are just a select few from the dozens of original programs created by Vegas PBS:

- **The Showgirl: A Las Vegas Icon:** Former showgirls and Las Vegas Strip headliners reveal their glamorous history.
- **Power of Love:** Larry Ruvo seeks to honor his father and establishes the Lou Ruvo Center for Brain Health.
- **Remembering Vietnam - Las Vegas Veterans:** Explore the experiences of several Las Vegas veterans during the Vietnam War era.
- **African Americans: The Las Vegas Experience:** The events that defined the African American experience in Las Vegas throughout the Civil Rights era.
- **The Test:** Examines the history and consequences of atomic testing in Nevada.
- **Restoration Neon:** Follow the restoration projects underway at the Neon Museum.
- **MAKERS: Women In Nevada History:** Learn about the extraordinary women who have shaped Las Vegas into the world-famous and unique destination it is today.

Vegas PBS SOURCE Magazine

Members of Vegas PBS—**20,000+** strong— receive *Vegas PBS SOURCE* magazine as a benefit of membership. Our monthly program guide is mailed directly to Vegas PBS member households and selected community leaders. Bonus distribution is available at in-person donor and community events.

Advertising in *Vegas PBS SOURCE* is not subject to FCC guidelines, and may contain a “call to action.” A digital version of *Vegas PBS SOURCE* is fully accessible at vegaspbs.org.



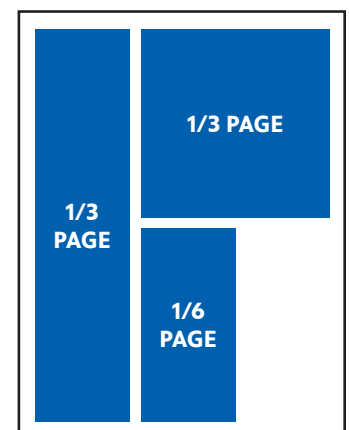
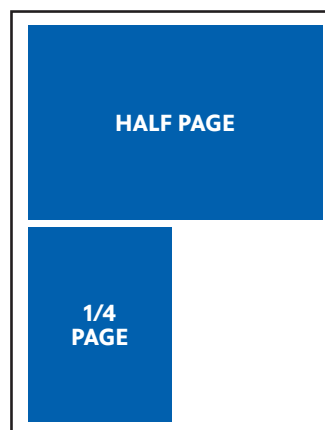
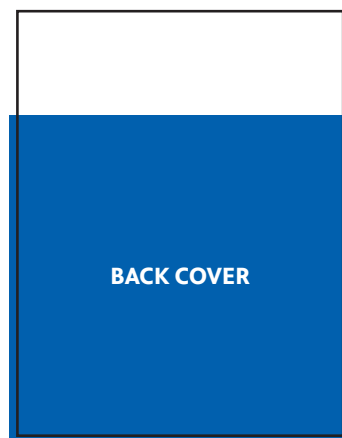
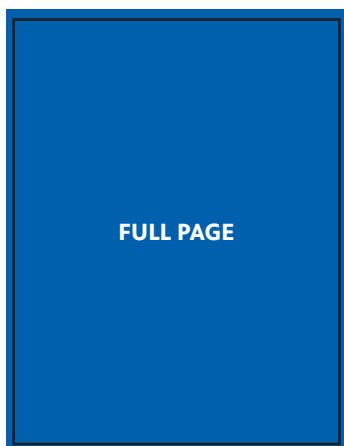
AD DIMENSIONS & TECHNICAL REQUIREMENTS

Ad Size*	Non-Bleed Dimensions	Trim Size	Bleed Size
Full Page	—	8.25" x 10.75"	8.5" x 11"
Back Cover	—	8.25" x 8.25"	8.5" x 8.375"
1/2 Page	7.375" x 4.875"	—	—
1/4 page	3.6" x 4.875"	—	—
1/3 Page (1 column)	2.325" x 9.875"	—	—
1/3 Page (square)	4.875" x 4.875"	—	—
1/6 Page	2.325" x 4.875"	—	—

Requirements:

- Ads are to be submitted as a PDF in CMYK color profile. Convert spot colors to CMYK.
- For full page and back cover ads, the type safety margin is 3/16".
- Do not include any print marks in your ad submission, such as crop marks, bleed marks and registration marks.

*Dimensions are listed as width x height in inches.



Digital Advertising

VEGASPBS.ORG

With **150,000+ views** every month on average, our website is the best resource to find the latest PBS programming, station schedules, community events, livestream and more.

Advertising on vegaspbs.org allows our sponsors to provide a direct call to action in an uncluttered environment. It's an efficient way to drive Vegas PBS' unique and desirable audience to your website.

Specifications

- 300 pixels wide X 250 pixels tall
- 320 pixels wide X 50 pixels tall
- .JPG format, 72dpi, RGB color space

E-NEWSLETTERS

Sponsor tile ads with your company's logo are placed at the bottom of the e-newsletter.

Engage

Our exclusive member e-newsletter, featuring programming highlights, events and ticket offers is distributed twice a month to our **20,000+** members.

Vegas Ventures

Our opt-in monthly prospect e-newsletter connects our programming to local venues and events.


Specifications

300 pixels wide X 169 pixels tall in .JPG format, 72dpi, RGB color space

SOCIAL MEDIA

Sponsorship opportunities on Vegas PBS social media platforms are available when purchased with additional underwriting support. Posts are only available when the desired message aligns with the Vegas PBS brand and programming.

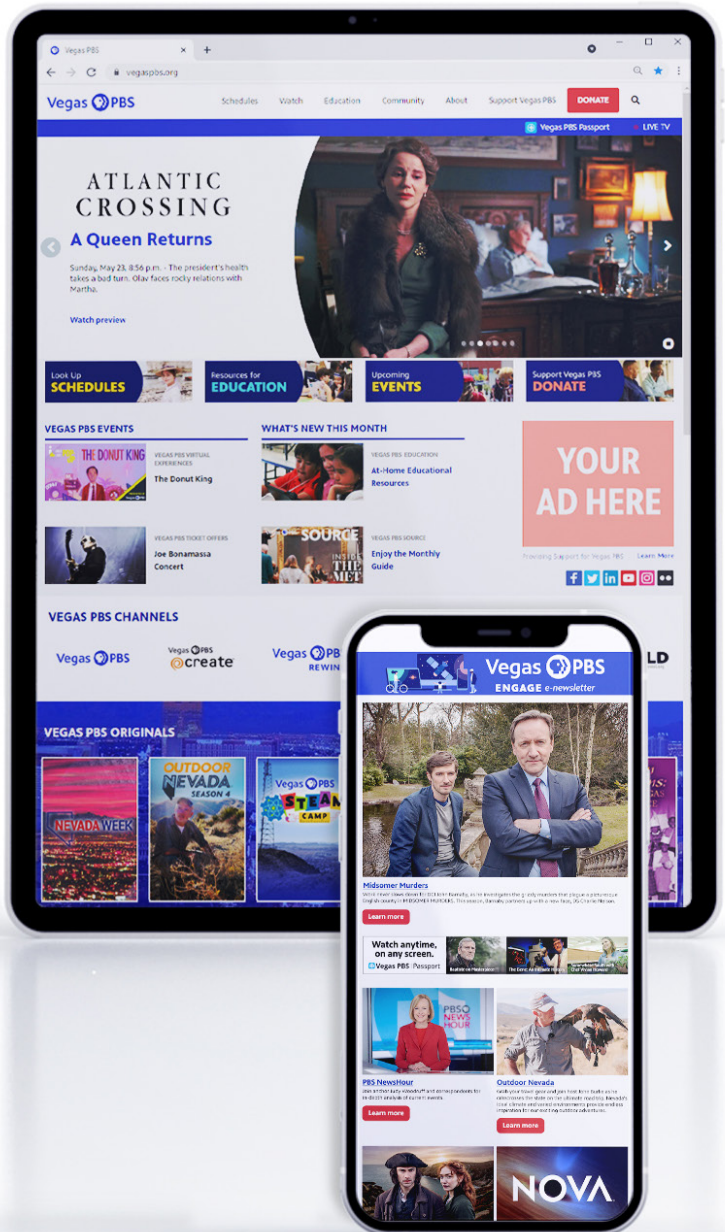
 Facebook: 11,600+ followers*

 Instagram: 4,700+ followers*

 X (Formerly Twitter): 13,400+ followers*

 LinkedIn: 1,300+ followers*

*Followers as of February 2024.



OUR VISION

Vegas PBS will be a leading educational public media organization connecting and creating community through trusted quality content and experiences that engage, entertain, inform and inspire.

OUR MISSION

Vegas PBS creates an informed and engaged community through high-tech, high-touch experiences that educate and empower individuals and organizations.

OUR VALUES

Vegas PBS builds community through information, education services and unique experiences that create a sense of place, and civic and social capital.

CORE VALUES

- Teamwork
- Diversity and Inclusion
- Integrity
- Excellence
- Service



CONTACT US TODAY

Vegas PBS Corporate Sponsorship

702.799.1010 x5335 | corporatesponsorship@vegaspbs.org | vegaspbs.org
3050 E Flamingo Road, Las Vegas, NV 89121

