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

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

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

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

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.

PBS Viewers believe PBS sponsors have a greater commitment to quality and excellence.

The PBS “Halo Effect”: Viewers believe PBS sponsors have a greater commitment to quality and excellence.
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 MSuA6A, 50%, 1+min, <$40K, 12-19, A18-49 w/K<6, PBS, children’s cable nets.)

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**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.**

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**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.

**create**

10.2 Broadcast, 112 Cox Cable, 12 Prism

**PBS Kids**

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

**WORLD**

10.4 Broadcast, 114 Cox Cable

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Photo: Miss Scarlet and The Duke on MASTERPIECE
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.

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.
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.
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

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<th>Ad Size*</th>
<th>Non-Bleed Dimensions</th>
<th>Trim Size</th>
<th>Bleed Size</th>
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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 **250,000+ 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

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•

CONTACT US TODAY
Vegas PBS Corporate Sponsorship
702.799.1010 x5335 | corporatesponsorship@vegaspbs.org | vegaspbs.org
3050 E Flamingo Road, Las Vegas, NV 89121

@vegaspbs