

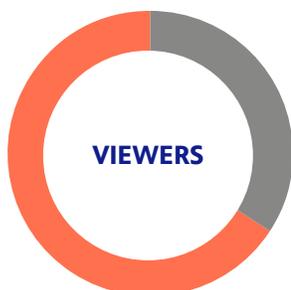


Fact Sheet

- PBS is **America's most trusted television brand**
- PBS Kansas is the **largest public television station in Kansas**
- PBS Kansas is **55 years old**
- Reaches a weekly viewership of **400,000+ households** throughout Kansas
- The only Kansas station with a **STEAM-based learning and education center** for children
- The **Voice and Platform for Kansas** as the only station with national, international, and outstanding local programs and documentaries
- The only **locally owned and most watched** public television station in Kansas
- **Statewide broadcast coverage** through the airwaves (8.1, 8.2, 8.3, and 8.4), satellite, cable, and all standard streaming services
- Ranks **#1 as the safe and most trusted** place to watch television
- The **#1 educational media brand** for children with our 24/7 Kids Channel (8.4)
- Provides **lifelong learning opportunities** on all of our channels
- Has the **audience of decision makers** with the buying power
- Offers the **largest educational, arts, and cultural platform** in Kansas
- Offers the **best "How To" programs**

Benefits of Sponsoring

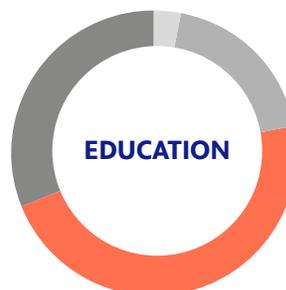
- You **reach decision makers**
- Your **message stands out**
- You **meet your marketing goals**
- You **associate with Seriously Good TV**
- You **become community focused**



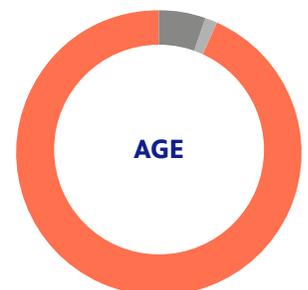
Male 34.2%
Female 65.8%



\$0 to \$39k 21.6%
\$40k to \$59k 19.2%
\$60k to \$99k 35.5%
\$100k+ 23.7%



HS/GED 3.3%
Some College 18.9%
Bachelor's 46.7%
Master's+ 31.1%



18 to 49 4.8%
50 to 64 1.2%
65+ 83.3%