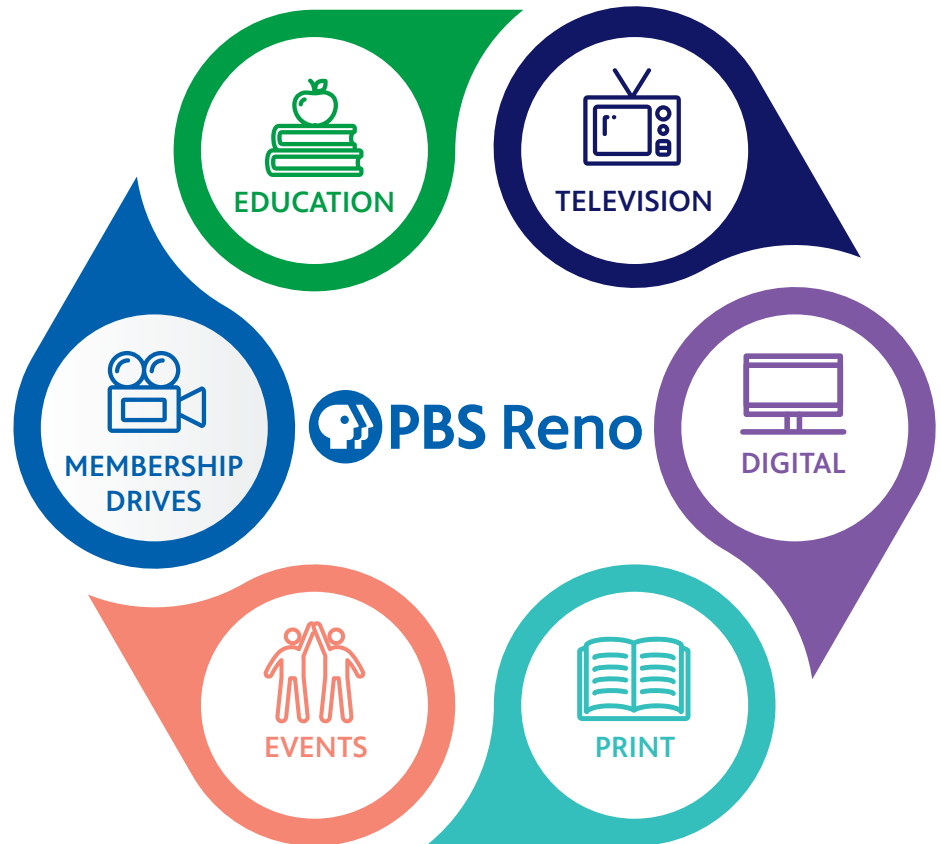


Creating Strong, Meaningful, Connections

PBS Reno's multi-platform strategy creates several touch points for your brand to reach and engage with the right consumers.



Platforms that Reach Your Audience:

- **TELEVISION – Broad Reach Across Three Channels**
PBS Reno channel 5.1: Over the air, Livestream, Spectrum, ATT U-Verse, Direct TV, and YouTube TV
PBS KIDS Reno: 24/7/365 Children's Programming
Reno Create: Lifestyle, DIY Programming
- **DIGITAL – Engagement with Audiences**
Robust online presence at PBSReno.org
Social Media engagement on Facebook, Twitter, TikTok, and Instagram
Online Content, PBS Video App, and PBS Passport
- **PRINT – Home Delivered**
PBS Reno Program Guide delivered to 13,000+ members each month
- **EVENTS – High Touch**
Connecting in-person with our community
- **MEMBERSHIP DRIVE – Enhance Your Image**
High visibility for your company
- **EDUCATION – Largest Classroom**
Educating our children and community

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PBS Reno
Passport

PBS
KIDS

reno
create



PBS AFFLUENTS RANK #1 IN:

- HAVING A POST GRADUATE DEGREE
- SPENDING ON GROCERIES
- HOME DECORATING & REMODELING
- TV, PHONE & INTERNET
- OWNING MUTUAL FUNDS
- USING A FINANCIAL PLANNER
- PLAN TO TAKE A DOMESTIC TRIP/VACATION



Source: 2020 Ipsos Affluent Survey, USA, Adults 18+ with \$125K + HHL, N=24,000+, PBS ranks #1 in these statements vs. ABC, CBS, CNN, MSNBC, FOX, FOX News Channel



Our Audience

COMMUNITY-MINDED:

Cares about the future of the community, participate in local initiatives and are highly active leaders in the community.

- Viewers of PBS News & Public Affairs are **81%** more likely to be affiliated with a charitable organization.

EDUCATED:

Value education, making higher education and lifelong learning a priority for themselves and their families.

AFFLUENT:

Have discretionary income and immense purchasing power.

- **PBS Viewers rank #1** across numerous categories in spending compared to other cable and television stations (ABC, CNN, CBS, CNBC, MSNBC, NBC, Fox and Fox News)

INFLUENTIAL:

PBS viewers drive trends through word of mouth and influence corporate and social networks.

CULTURED:

Explorers who are passionate about the arts, they relish music, theater and museums.

Source: Doublebase Gfk MRI Weighted to Population (000)

Source: IPSOS Affluent Survey USA

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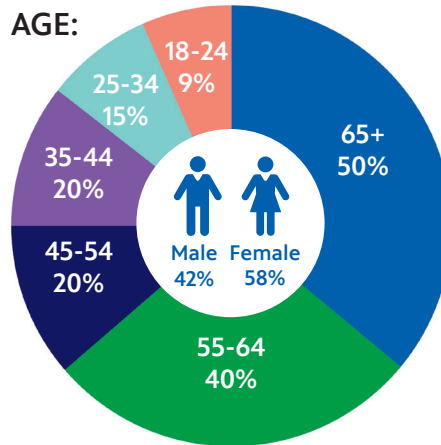
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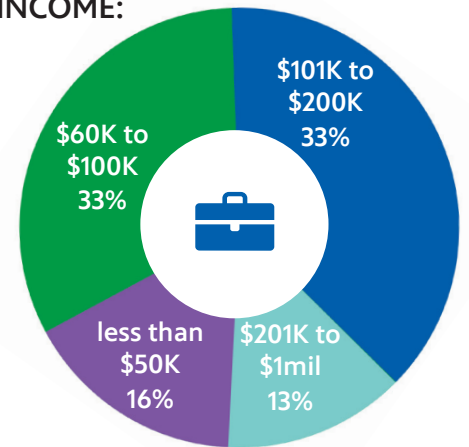


Our Demographics

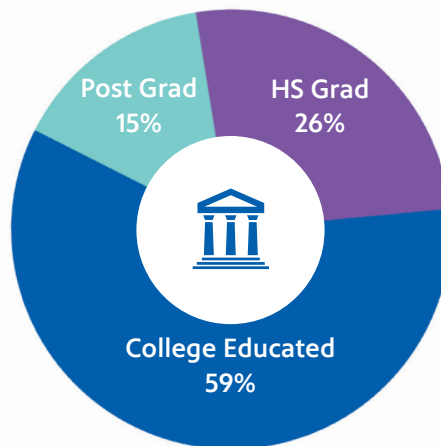
AGE:



INCOME:



EDUCATION:



PBS Reno Specific vs. Other PBS Stations Nationwide

- PBS Reno major donors (\$1,000+) increased 14% in 2021
- PBS Reno overall retention is 94% vs. national PBS average of 80%
- Membership has increased by 30% in the last two years to over 12,000 households or 15,000 individuals

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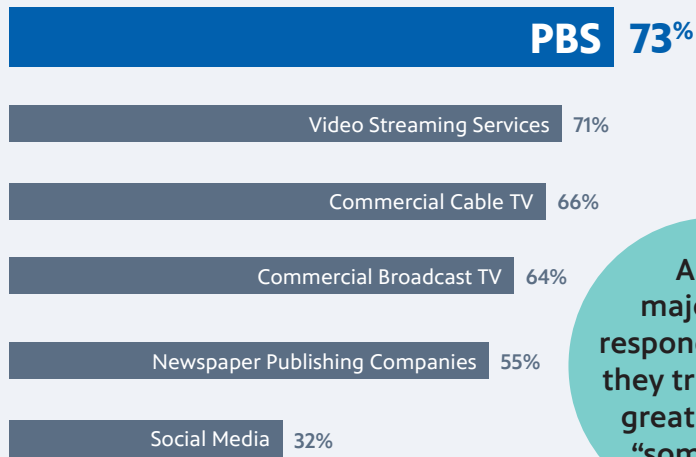




TRUSTED BRAND... Measurable Impact, Essential Information

At a time when public trust in national institutions is eroding, confidence in PBS remains strong. For the 18th year in a row, Americans have ranked PBS the most-trusted nationally known institution (*M&RR* 1/2021).

For the 19th year in a row, Americans Rank
PBS as the most-trusted media institution.



A vast majority of respondents said they trust PBS “a great deal” or “somehwat”

Graphic indicates “agree strongly” and “agree somewhat.”

LARGEST STAGE

- Each year, PBS offers more than 500 hours of Arts and Cultural programming, ensuring the world of music, dance, and art remain available to all

LARGEST CLASSROOM

- PBS educational media and resources helps prepare children for success in school and opens up the world to them in an age-appropriate way

WINDOW TO THE WORLD

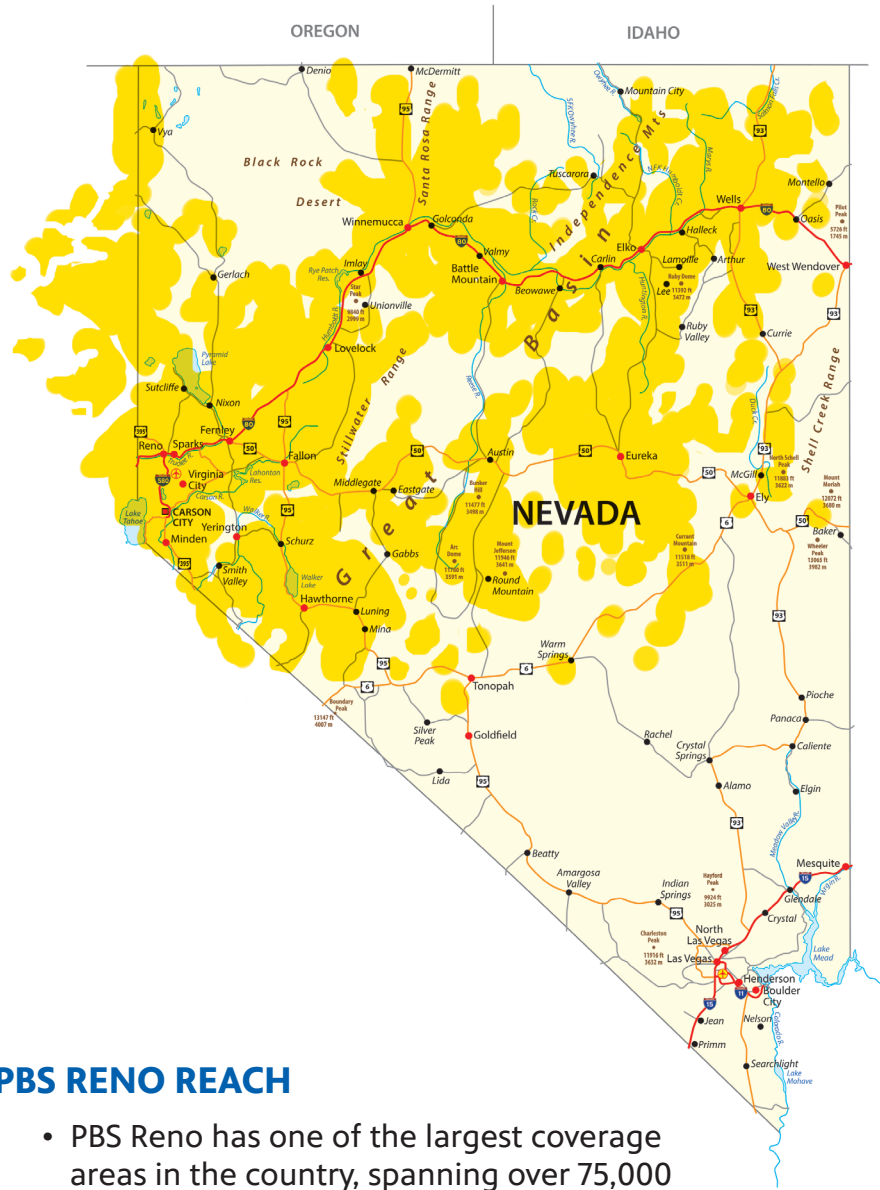
- Ranked #1 in public trust and most trusted news and public affairs PBS is a leader in addressing important issues

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Broad Reach



PBS RENO REACH

- PBS Reno has one of the largest coverage areas in the country, spanning over 75,000 square miles
- As of February 2022, PBS Reno is watched over-the-air by more than 113,000 people and more than 62,000 households weekly in northern and central Nevada and northeastern California
- Reno Create is watched by more than 12,815 people and more than 10,800 households weekly in northern and central Nevada and northeastern California
- PBS KIDS Reno is watched by more than 10,000 people and more than 8,000 households weekly in northern and central Nevada and northeastern California
- PBS Reno channels are also available on cable, satellite services, streaming on PBSreno.org, Amazon Prime, AT&T U-Verse, PBS Passport Video App, and on YouTube TV

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Mission Driven

PBS Reno is a mission-driven organization that contributes to the local community and the quality of life for those who live in it. Sponsorship on PBS Reno instills a “Halo Effect” that elevates your brand and enhances your corporate image!

- 76%** of viewers say that companies that advertise on PBS have a commitment to quality and excellence, and a commitment to education
- 70%** of viewers say PBS sponsors are high quality brands
- 62%** of PBS Sponsors say they are industry leaders
- 66%** of viewers say they would switch from a product they typically buy, to a new product from a purpose-driven company
- 78%** of Americans believe companies must do more than just make money; they must positively impact society as well

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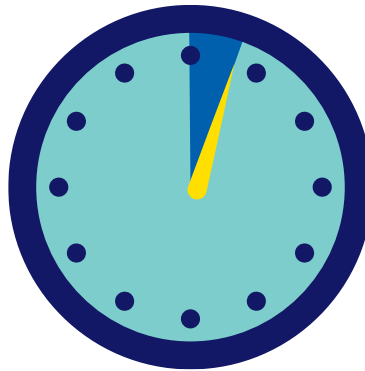


Sources: 1. Cone/Porter Novelli Purpose Study 2. 2019 Porter Novelli/Cone Purpose Biometrics Study 3. IAB C19 4/29 BuySide Ad Spending

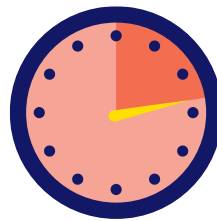


Clutter-Free Environment Keeps Audiences Engaged

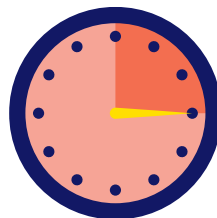
Sponsor messages stand out PBS offers
category exclusivity across industries



PBS
averages **3 minutes**
and **22 seconds**
of sponsor messages



Commercial TV
averages **15 minutes**
of advertising



Cable TV
averages **14 minutes**
and **13 seconds**
of advertising

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PBS Reno Television Delivers



PBS Reno offers exceptional programming including *Masterpiece*, *PBS NewsHour*, *Antiques Roadshow*, *Daniel Tiger's Neighborhood* and great local content such as *ARTEFFECTS* and *Wild Nevada*.



PBS KIDS Reno - This trustworthy kids channel provides 24/7 PBS Kids programs including favorites like *Daniel Tiger's Neighborhood*, *Wild Kratts*, *Clifford the Big Red Dog*, *Pinkalicious* and *Peterific*, *Martha Speaks* and so much more.



Create Reno offers lifestyle and do-it-yourself programming featuring arts, cooking, home improvement, and travel. Programs include *Rick Steves*, *America's Test Kitchen*, *This Old House* and *Cooks Country*.

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Northern Nevada's Window to the World RANKED #1 IN TRUST, PBS IS A LEADER IN ADDRESSING IMPORTANT ISSUES

PBS NEWSHOUR: For more than 40 years, viewers have turned to the PBS Newshour for reliable, credible and unbiased news information making it the **#1 trusted news program.**

WASHINGTON WEEK: Interesting conversations with journalists in a roundtable format.

INDEPENDENT LENS & POV: Independent documentaries covering important topics.

Plus **FRONTLINE, BBC NEWS, AMANPOUR** on PBS.

- Four of the top 10 most “credible” television sources watched by opinion leaders: *PBS NewsHour* #1, *NOVA* #2, *Independent Lens* #5 and *FRONTLINE* #8.

Source: Erdos & Morgan Opinion Leaders 2021 / A National Study of Contemporary Issue Involvement & Media Influence syndicated survey.

Source: Erdos & Morgan Opinion Leaders 2021 / A National Study of Contemporary Issue Involvement & Media Influence syndicated survey.



2021 Erdos and Morgan National Study of Opinion Leaders

Sharing the Wonder of Science and Nature

NOVA IS THE HIGHEST RATED SCIENCE SERIES ON TELEVISION

NOVA: Having won every major television award, *NOVA* covers the latest breakthroughs in technology to the deepest mysteries of the natural world. It's approach, applied for more than 40 years, demystifies science and shows the human story behind the science story.



NOVA
was rated most **"CREDIBLE"**
and most **"ENJOYABLE"** among
all *weekly series* for opinion
leaders.

Source: Erdos & Morgan Opinion Leaders 2021 / A National Study of Contemporary Issue Involvement & Media Influence syndicated survey.



NATURE: Considered the benchmark of natural history in programs in American television, the show's primary focus is on animals and ecosystems around the world. Nature has won more than 600 honors from wildlife organizations, environmental groups and the television industry.

WILD NEVADA: PBS Reno's local program takes viewers on a journey through the Silver State. Revel in the incredible views that reward intrepid hikers, check-out Tahoe's stunning shorelines, and delight in the quirky uniqueness that defines much of rural Nevada's small towns.

Environmental Documentaries that inspire, and mobilize climate change such as *A Year to Change the World with Greta Thunberg*. Or *Green Planet*, which takes viewers around the world to understand the interconnected world of plants, narrated by Sir David Attenborough.



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NORTHERN NEVADA'S LARGEST STAGE

Each year PBS offers more than 500 hours of Arts and Cultural Programming making the works of art, dance theater and music available to everyone

GREAT PERFORMANCES: From classical music and opera to ballet and musical theater, cameras capture the stage performances of some of the best artists in the world.

AMERICAN MASTERS: Committed to producing comprehensive film biographies about the incredible characters that comprise our cultural history.

AUSTIN CITY LIMITS: Longest running music series in the country featuring popular music legends.

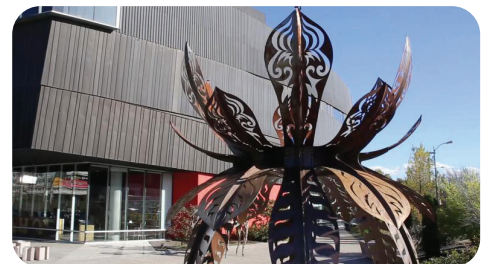
Local Arts and Music Programming

ARTEFFECTS: Award-winning locally produced series with over 200 episodes produced telling the stories of our vibrant region and its artists.

CLASSICAL TAHOE: World renown musicians gather on the shores of Lake Tahoe to perform orchestral music.

PBS VIEWERS ARE:

- **101%** more likely to have **contributed to an arts/cultural organization** in the last 12 months
- **15%** more likely to be **very interested in the fine arts**
- **88%** more likely to have **attended classical music/opera performances** in the last 12 months
- **19%** more likely to **play a musical instrument**
- **15%** more likely to **listen to music as a hobby**



Source: 2020 Doublebase GfK MRI

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Drama and Mysteries

SUPERB STORYTELLING AND FIRST CLASS ACTING

MASTERPIECE: PBS has remained steadfast in its commitment to bring the best in drama to television. Presenting favorites like *Victoria*, *Sanditon*, and *All Creatures Great and Small*, as well as popular mysteries including *Endeavour*, *Unforgotten* and an all new *Guilt*, there is something for everyone.

CALL THE MIDWIFE: In its 12th season, this popular and colorful series tells the stories of midwifery and families in London's East End, and how they provide the poorest women with the best possible care.

DEATH IN PARADISE and MIDSOMER MURDERS: Follow along with some of PBS's most beloved detectives as they solve mysteries in remote English towns and islands.

Other PBS Dramas not to be missed: *Before We Die*, *Ridley Road*, *Hotel Portofino*, and *COBRA*.

THE PBS DRAMA AUDIENCE IS:

- **92%** more likely to attend art galleries or shows
- **93%** more likely to do to live theater
- **252%** more likely to participate in book clubs
- **29%** more likely to have a post-graduate degree
- **54%** more likely to have a money market account
- **147%** more likely to have a Financial Planner/Certified Financial Planner (CFP)



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Stories that Shape the Past and Present

AMERICAN EXPERIENCE: Combines dramatic reenactments with commentary by historians and authors to tell the profound stories and events that have shaped our history, from the past to the present.

FINDING YOUR ROOTS: Learn about the histories, revelations and mysteries of popular figures as host, Henry Louis Gates, Jr., follows their family trees.

KEN BURNS DOCUMENTARIES: Award-winning filmmaker, Ken Burns, uses archival footage and photographs to tell in-depth stories about everything from national parks to war, baseball to country music, Hemingway to Muhammad Ali, and Ben Franklin to Mark Twain.

Other popular shows:

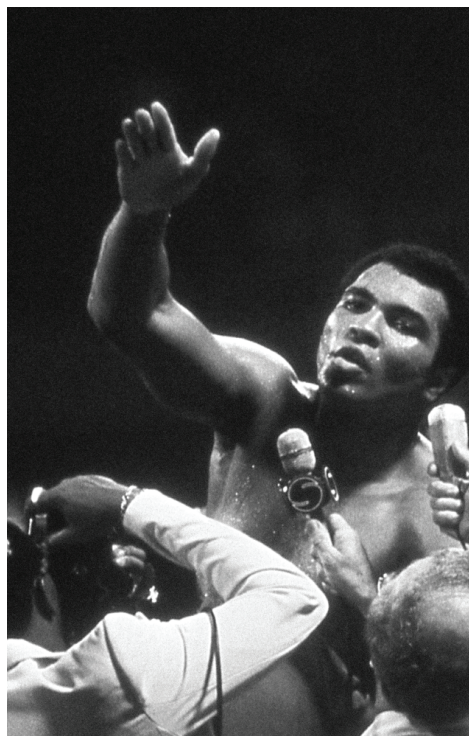
Great Scenic Railways,
California's Gold and
Rick Steve's European Travel.

**PBS AFFLUENT VIEWERS
RANK #1 IN PERSONAL
TRAVEL**

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



Source: 2020 Ipsos Affluent Survey, USA, Adults 18+ with \$125K+ HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CBS, CNN, MSNBC, NBC, FOX, FOX News Channel



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On-Air Announcement FCC Guidelines

What You Can Do

PBS Reno Program Sponsors receive a 15 or 30-second visual and aural credit at the beginning and end of each program they sponsor. You can show products, use taglines or slogans, show phone numbers, addresses and websites. Program sponsorships are an excellent way to showcase your business in the trusted PBS environment.

What You Cannot Say or Use

The FCC has highlighted the following as unacceptable and therefore **cannot** be used in your on-air message:

Announcements Cannot...

- Have a call to action
i.e. Buy this now
- Provide price or value information
i.e. Tickets \$25.00
- Provide endorsements/inducements
i.e. 3 out of 5 Dentists agree
- Use qualitative language
i.e. This is luxurious
- Use comparative language
i.e. Dogs are better than cats

Announcements Can...

- Describe your business
- Identify your products or services
- Express your corporate philosophy
- Include your logo, location, phone number, and website
- Express your support of PBS Reno
- Established slogan or tagline
- Show photos and/or video of your business

Example Script

(Company) is proud to support PBS Reno. With 4 locations throughout Reno/Sparks, Family-Owned (Company) has offered Car A, Car B and more to customers for 30 years. Information at 775.555.5555.

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 **Reno** 





Are you 55 or over? Then it's time to join Renown Health's Sterling Silver Club. Discover ways to live healthy and stay connected by attending one of our many events. Membership is free — and the benefits are amazing. Just like you.

renown.org/SterlingSilver

Members Enjoy:

- Cooking Classes • Concerts • Weekly Yoga
- Special Events • Private Facebook Group



PBS Reno MAY 2022 PROGRAM GUIDE

COLOMBIA

WILD AND FREE Premieres Wednesday May 18 10pm

pbsreno.org 775.600.0555

PBS Reno AUGUST 2022 PROGRAM GUIDE

GREAT PERFORMANCES

Vienna Philharmonic Summer Night Concert 2022 FRI AUGUST 26 10pm

pbsreno.org 775.600.0555

PBS Reno JANUARY 2023 PROGRAM GUIDE

MASTERPIECE

ALL CREATURES GREAT & SMALL

NEW SEASON SUN JAN 8 9PM

pbsreno.org 775.600.0555

Monthly Program Guide Ad Specifications

AD SIZE	1x RATE	3x RATE	6x RATE	12x RATE
2 Page Spread with bleed 11.25" W x 8.75" H	\$2,000	\$1,700	\$1,500	\$1,350
Full Page with bleed 5.625" W x 8.75" H image/text safe area 5.25" W x 8.25" H	\$1,050	\$900	\$810	\$720
2/3 Page 4.75" W x 5" H	\$950	\$805	\$680	\$580
Half Page Horizontal 4.75" W x 3.75" H Half Page Vertical 2.25" W x 7.625" H	\$620	\$550	\$490	\$430
1/3 Page Horizontal 4.75" W x 2.50" H 1/3 Page Vertical 1.50" W x 7.625" H	\$525	\$445	\$380	\$325
Quarter Page 2.25" W x 3.75" H	\$395	\$360	\$325	\$290

11:30 THE DOO WOP PROJECT (R)
(See Saturday, 6/4 at 7:30pm)

Overnight Programming

1:00 TRUE COLORS: LIGHTS - OUR STORIES, OUR SOUNDS (R)
(See Monday, 6/6 at 10:30pm)

3:00 COUNTRY POP LEGENDS (W/ MUSIC) (R)

5:00 RICK STEVES WHY WE TRAVEL (R)
(See Saturday, 6/4 at 8am)

WEDNESDAY 8

1pm LONGEVITY PARADOX WITH STEVEN GUNDIRY, MD (R)
(See Saturday, 6/4 at 1pm)

2:30 THE DOO WOP PROJECT (R)
(See Saturday, 6/4 at 7:30pm)

4:00 PBS NEWSHOUR

5:00 NHK NEWSLINE

5:30 DW NEWS

6:00 BBC WORLD NEWS AMERICA

6:30 PBS NEWSHOUR

7:30 RICK STEVES ISLAND HOPPING EUROPE (R)
Rick Steves explores Malta, Capri, Orkney and Skye, four of Europe's most intriguing islands.

8:00 KEN BURNS: BASEBALL
Join Bob Costas for a behind-the-scenes look at the making of the Emmy Award-winning series. (Repeats Thursday, 6/9 at 1pm, Saturday, 6/11 at noon and Wednesday, 6/15 at 1pm & 8pm)

9:30 RICK STEVES FASCISM IN EUROPE (R)
(See Friday, 6/3 at 9:30pm)

11:00 EAT YOUR MEDICINE: THE PEGAN DIET WITH MARIK WYNNAN, MD (R)
(See Wednesday, 6/1 at 1pm)

Overnight Programming

1:00 BIG BAND YEARS (W/ MUSIC PRESENTS) (R)
(See Tuesday, 6/7 at 9:30pm)

3:00 MEMORY RESCUE WITH DANIEL AMEN, MD (R)
(See Saturday, 6/4 at 9pm)

Ask About Our Small Business Marketplace!

SMALL BUSINESS MARKETPLACE

Advocates to End Domestic Violence & Sexual Assault
775-883-7654
aedv.org

ATLANTIS CASINO RESORT | SAT., OCT. 15 | STARTS AT 9AM

BBB
Free Shred Event
BBB.org/SYID

Extended Studies
University of Nevada, Reno

Professional Development courses and certificate programs

- Advanced Leadership Academy
- Paralegal Studies
- Lean Six Sigma Green and Black Belts
- Gaming Management

PROMOTE YOUR BUSINESS TODAY!

Contact Diane Barrett
Community Partnership Executive
dbarrett@pbsreno.org / 775-600-0584

Visitextendedstudies.unr.edu

1/6 ad: \$225 per month

1/8 ad: \$160 per month

1/16 ad: \$100 per month

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3,900 Video Views
4,609 Impressions



7,322 Video Views
27,185 Impressions



3,813 Video Views
29,600 Impressions



10,000 Video Views



935 Impressions



46,140 Video Views

MULTIPLATFORM DIGITAL OPPORTUNITIES

PBS Reno offers a number of ways to promote your business among numerous digital platforms other than television promotion.

PBS Reno Website

pbsreno.org is the best resource to find the latest programming, station schedules, livestream and more.

Advertising on pbsreno.org allows our sponsors to provide a direct call to action in an uncluttered environment.

On average, PBS Reno content is viewed or streamed online more than 73,000 times each month.

Website banner specifications
728x90px or 300x250px jpeg, gif, or png.

Newsletter Sponsorship

Our Enewsletter is sent out on the 20th of each month to our 12,000+ members.

Sponsor messages can be included following our programming and event details. Messages can include 2-3 sentences of copy, a large logo and clickable banner.

**Average Open Rate: 30%-50%,
Average CTR's on Sponsor Messages: 15%**

Digital Media Sponsorship

Sponsorship opportunities on PBS Reno's multimedia digital platforms are available when purchased with additional underwriting support.



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