

## 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, YouTube TV, Roku, Hulu and Local Now.  
 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, Instagram X, TikTok, and Instagram  
 Online Content, PBS Video App, PBS Passport, and YouTube
- 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

#### PBS Reno

1670 North Virginia Street • Reno, NV 89503

775.600.0555 • [pbsreno.org](http://pbsreno.org)

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PBS  
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## PBS AFFLUENTS RANK #1 IN:

- ☒ PERSONAL TRAVEL
- ☒ CRUISES
- ☒ SPENDING ON GROCERIES
- ☒ HOME DECORATING & REMODELING
- ☒ TV, PHONE & INTERNET
- ☒ OWNING MUTUAL FUNDS
- ☒ OWNING MONEY MARKETING ACCOUNT
- ☒ PERSONAL MEDICAL INSURANCE



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



## 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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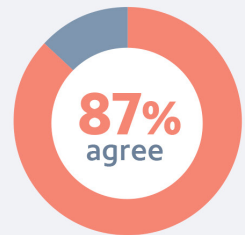


## TRUSTED BRAND... Measurable Impact, Essential Information

At a time when public trust in national institutions is eroding, confidence in PBS remains strong. For the 21st year in a row, Americans have ranked PBS the most-trusted nationally known institution (*Proof Insights*) 1/2024).

For 21 years,  
**PBS is #1 in public trust.**

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



PBS stations  
provide an  
**excellent value**  
to communities.

### LARGEST STAGE

- PBS and member stations are helping to keep the arts alive today and for generations to come. During the 2022-2023 season, PBS offered **more than 200 hours** of new arts and cultural programming, seen by **5 million people**.

### 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. PBS is the **most trusted** news and public affairs network.

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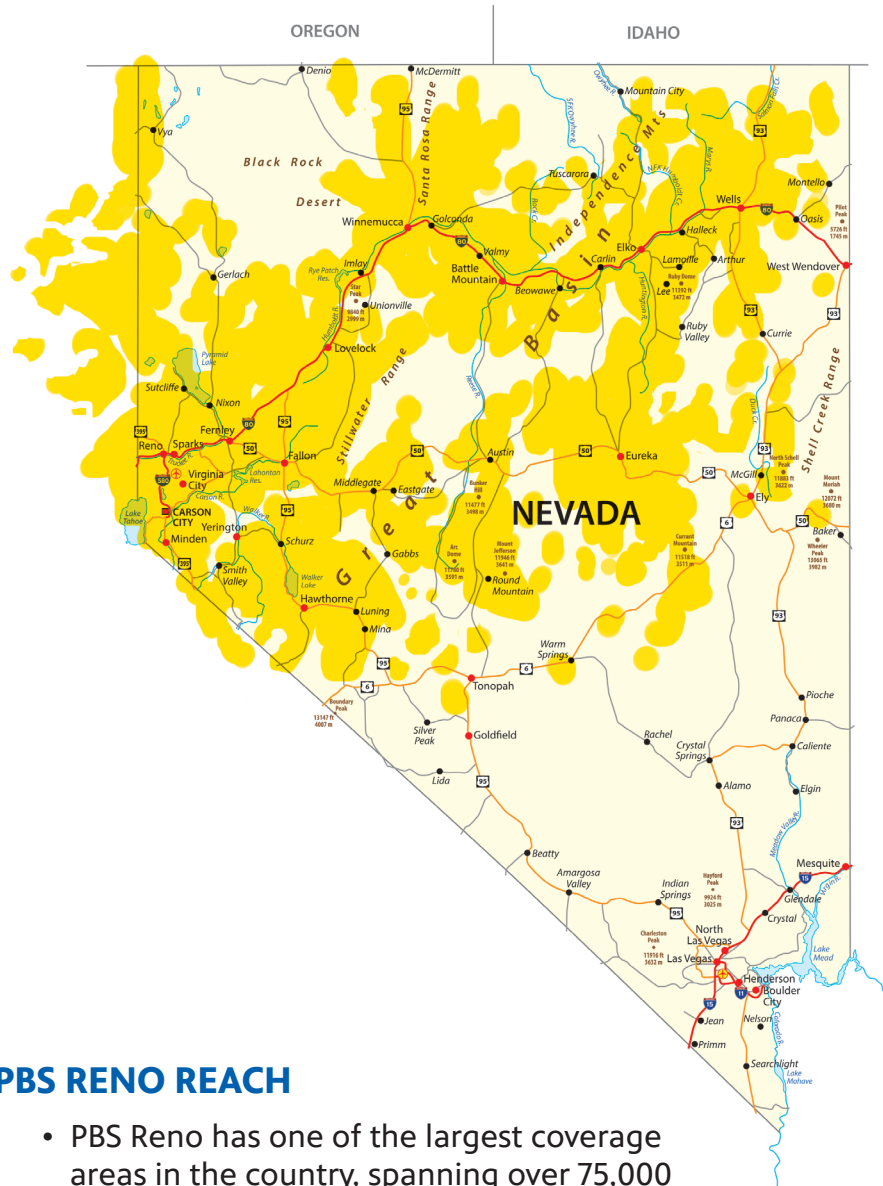
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## Broad Reach



### PBS RENO REACH

- PBS Reno has one of the largest coverage areas in the country, spanning over 75,000 square miles
- As of February 2024, PBS Reno reaches over 288,854 viewers across varying platforms. PBS Reno 5.1 is watched by more than 70,343 people in more than 50,910 households.
- Reno Create 5.2 is watched by more than 9,512 viewers and more than 9,829 households weekly in northern and central Nevada and northeastern California
- PBS KIDS Reno 5.3 is predominately watched via livestream on the PBS KIDS app (*these numbers rereflect both*) watched by more than 8,308 people and more than 6,659 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



## 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 *Lidia's Kitchen*.



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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. Washington Week was rated **#3 in most "Objective"** programs among weekly series for opinion leaders.

**INDEPENDENT LENS & POV:** Independent documentaries covering important topics.

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

- Two of the top 10 most "CREDIBLE" WEEKLY television sources watched by opinion leaders: *FRONTLINE* #1 and *NOVA* #5.



### PBS NEWSHOUR

was ranked by opinion leaders as the **#1 most "OBJECTIVE"** and **#2 most "CURRENT"** and **"CREDIBLE"** among all **WEEKDAY** programs.

Source: 2023 Erdos Media Research Opinion Leaders Study.



PBS Programs are viewed as **UNBIASED** by opinion leaders.

PBS aired 2 of the **top 10 most "OBJECTIVE"** television programs watched by opinion leaders (**#1 PBS NewsHour, #10 Washington Week**).

Source: 2023 Erdos Media Research Opinion Leaders Study



2023 Erdos National Study of Opinion Leaders

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## 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 **"OBJECTIVE", "CREDIBLE" and "ENJOYABLE"** among all weekly series for opinion leaders.

Source: Erdos & Morgan Opinion Leaders 2022 / 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.

### THE PBS SCIENCE/NATURE AUDIENCE IS:

**194%** more likely to make a financial contribution to **environmental causes.**  
**295%** more likely to be a member of an **environmental organization.**  
**281%** more likely to watch **documentary informational programming in primetime.**

**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.

**Scientific & Natural History Documentaries** that inspire, and lead to discoveries that can change the world, such as *Hope in the Water*, *A.I. Revolution*, *Dynamic Planet*, *NOVA -- The Great American Eclipse* and *Sea Change*.

PBS viewers are hard to reach on other networks:  
Among viewers that watch PBS...



**95%**  
do not watch



**73%**  
do not watch



**69%**  
do not watch



**87%**  
do not watch



Source: 2023 Winter MRI-Simmons USA (11/14/21-1/24/23); Weighted by: Population



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## 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

Source: 2020 Doublebase GfK MRI

PBS and its member stations are helping to keep the arts alive today and for generations to come. During the 2022-23 season, PBS offered more than 200 hours of new arts and cultural programming, seen by 55 million people.

Source: Nielsen NPOWER Live+7, 9/19/22 - 9/24/23, M-SU 8p-11p, P2+ program reach on a 1-minute qualifier, 50% unification; arts, culture, drama, and personal history genres.



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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.

A majority view PBS content as generally relevant and appealing to a diverse viewership:

- 80% believe PBS content features a diverse range of people
- 78% believe PBS content appeals to people of different ethnic backgrounds
- 74% believe PBS does a good job of representing people of color in its content
- 73% percent believe PBS is in touch with today's culture

Source: M6RR, 1/2023



## Local Arts and Music Programming

**ARTEFFECTS:** Award-winning locally produced series with over **260** episodes produced telling the stories of our vibrant region and its artists. Over **150** of these segments are distributed nationally.

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

**THE WORK OF ART:** Four documentaries that in-depthly feature arts



## 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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Source: 2020 Doublebase GfK MRI



## 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 Ali and Ben Franklin to Mark Twain.

### Other popular shows:

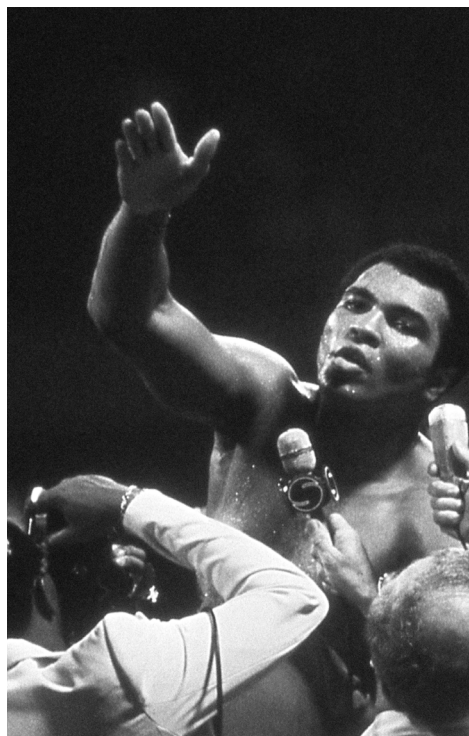
*Great Scenic Railways,*  
*California's Gold* and  
*Rick Steve's European Travel.*

### 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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Trust isn't just a word.  
It's a bond.

Meet Tom, one of our esteemed advisors, pictured here with his loyal companion, Ringo. Their bond epitomizes the trust and loyalty that defines our approach at Whittier Trust. Just as Tom relies on Ringo, our clients rely on us to safeguard their futures and guide them towards a legacy that reflects their values and aspirations.



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**PEDIATRIC  
specialists  
& care teams.**

Renown Children's ER

renown.org/ER **Renown**  
CHILDREN'S HOSPITAL

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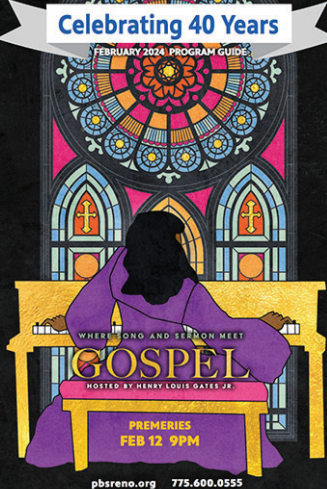
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## Monthly Program Guide Ad Specifications

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

## Ask About Our Small Business Marketplace!

**RENO  
PUBLIC  
MARKET**

EAT. DRINK. SHOP.

Sun - Thur 11am-9pm  
Fri & Sat 11am-11pm  
RenoPublicMarket.com

**Tech savvy.  
Business  
friendly.**

EXHIBIT A. ACCREDITED BUSINESS A+

Erlach Computer Consulting [erlach.com](http://erlach.com)

**PROMOTE YOUR  
BUSINESS TODAY!**

Contact Diane Barrett,  
Community Partnership Director  
[dbarrett@pbsreno.org](mailto:dbarrett@pbsreno.org)  
775-600-0584

**PBS Reno**

**A and H Insurance**

Health Personal Business

All your insurance, under one roof.

**AandHins.com**

1/6 ad: \$225 per month

1/8 ad: \$160 per month

1/16 ad: \$100 per month





## 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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**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**

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## 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.

