

**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*.

**PBS Reno**

1670 North Virginia Street • Reno, NV 89503

775.600.0555 • pbsreno.org



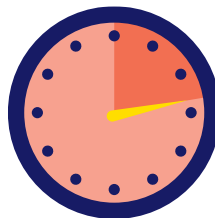


## Clutter-Free Environment Keeps Audiences Engaged

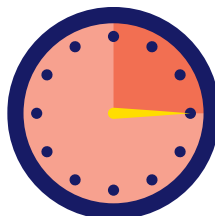
Sponsor messages stand out PBS offers  
category exclusivity across industries



**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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Source: Kantar Media 2018