

# Vegas PBS

## Media Kit



Trusted • Valued • Essential | [VegasPBS.org](http://VegasPBS.org)

# Vegas PBS: Public Service Media

## About Vegas PBS

**Vegas PBS** is a registered 501(c)(3) non-profit organization that uses television and an array of digital media to serve Nevada's educational, informational and artistic content needs. Our programming is watched by more than

**211,730** viewers per week and  
**356,075** unique viewers per month\*

and attracts diverse audiences often characterized by a shared interest in their community.

Our acclaimed high-quality content is easily accessed over the air and via regional cable and satellite providers. Contemporary delivery systems also enable on-demand access from any location at any time.

A unique schedule includes news, commentary, documentaries and dramas, and a highly popular daytime PBS KIDS lineup is a leading source of safe and entertaining educational content for parents, teachers and caregivers.

Vegas PBS funds its programming through membership, grants and economically priced sponsorships. Credible national research consistently shows that support of PBS programming offers extensive positive benefits to a business or organization.



\*Source: Nielsen Research, Q1 2017



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## Who we are: Public-Service Media

The goal of Vegas PBS is to enrich lives in our community, and this is reflected in our program content.

Vegas PBS offers sponsorships in support of programs broadcast on KLVX Channel 10 and Create channel 10.2. All sponsor messages are subject to FCC guidelines for public-service media.

## Mission and Vision

### Our mission

Vegas PBS uses television and other technologies to educate and empower individuals and to extend and amplify the effectiveness of community organizations.

### Our vision

Vegas PBS will be known as the leading information resource, online education provider, and preferred partner for local media content creation and distribution.



# Vegas PBS Viewership

**Vegas PBS** programming attracts a diverse average weekly audience of more than 250,615\* adults. (Source: Las Vegas Reach & Frequency Report, Nielsen Research 2017)

- ▶ Aspirational families and those who perceive high-quality television programming as a path to individual growth for both adults and children
- ▶ Upscale, educated thinkers with discretionary income
- ▶ Business decision-makers interested in fair and in-depth reporting on issues of the day
- ▶ A large daytime audience of households that self-identify as Hispanic
- ▶ The “third-shift” workers in industries serving our 24/7 community
- ▶ Parents and caregivers with children in the household, who seek safe and educational programming for children under the age of 12
- ▶ Adults concerned with and/or active in the issues and affairs of their community

More than **508,998** adults watch Vegas PBS each month. More than **87,474** children 2 to 11 years old watch Vegas PBS each week.

## Viewer Profile

**Adults 18-34 13%**

**Adults 18-49 23%**

**Adults 35+ 70%**

## Gender Profile

**Female Male**

**53% 47%**

\* Source: Nielsen Research, April 2017



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# Iconic PBS programs

Vegas PBS offers a strong and historically popular daily television schedule with something for each segment of our community, including a number of well-known programs:

## Antiques Roadshow

Adventure, history and treasure-hunting all come together as specialists from leading auction houses appraise antiques and collectibles, often revealing fascinating truths about these finds. Popular personality Mark L. Walberg hosts the series.

## Charlie Rose

The acclaimed interviewer engages America's foremost thinkers, writers, politicians, athletes, entertainers, business leaders and scientists in one-on-one interviews and discussions.

## FRONTLINE

Its stature as PBS' premier public affairs series is reaffirmed each week through incisive documentaries covering the scope and complexity of the human, social and political experience.

## Masterpiece

The longest-running prime-time drama in American television represents the best in its genre, building on mysteries filled with eclectic characters. Seasonal programming draws viewers in and keep them watching.

## Nature

The most popular documentary film series on public television delivers the best in original natural history films nationwide. First broadcast in 1981, this award-winning program sets the benchmark for natural history programs.

## Nightly Business Report

The Emmy-winning program delivers the day's essential business and economic news every weeknight, combining trusted and balanced information and extensive financial market coverage with insightful features, analysis and commentaries by noted economists and business experts.

## NOVA

The highest-rated science series on television and the most popular documentary series on public television has won every major television award, most of them numerous times.

## PBS NewsHour

This trusted and distinguished source of news provides balanced, in-depth reporting and analysis of current events. One-hour segments take viewers well beyond the sound bites.

## Washington Week

A robust weekly roundtable with award-winning journalists who have covered the major stories from the nation's capital. The longest-running prime-time news and public affairs program on television.



# Vegas PBS General Audience Programming



## Diverse audiences

Within its daily schedules, Vegas PBS delivers diverse sets of audiences, enabling sponsors of our programming to target desired viewer segments.

## Programs produced by Vegas PBS

### Outdoor Nevada

Vegas PBS traverses the state to explore the natural history, sights and activities offered in one of the planet's more unique and varied environments. Each episode features people and experiences from several regions of the Silver State, and gives viewers a close-up view of its diverse landscape and the special outdoor and recreational menu it offers.

### Documentaries and Specials

As part of our mission, and often in collaboration with recognized researchers and archivists, Vegas PBS digs deep into the state's history and the men and women who shaped it. Acclaimed recent documentaries include **African Americans: The Las Vegas Experience**; **Makers: Women in Nevada History**; and **The Test**, which chronicled Nevada's atomic testing history and its consequences.





# Telling Nevada's Story

Local **Vegas PBS** productions examine current and historical issues affecting Southern Nevada:

## Illuminate successes and challenges in education

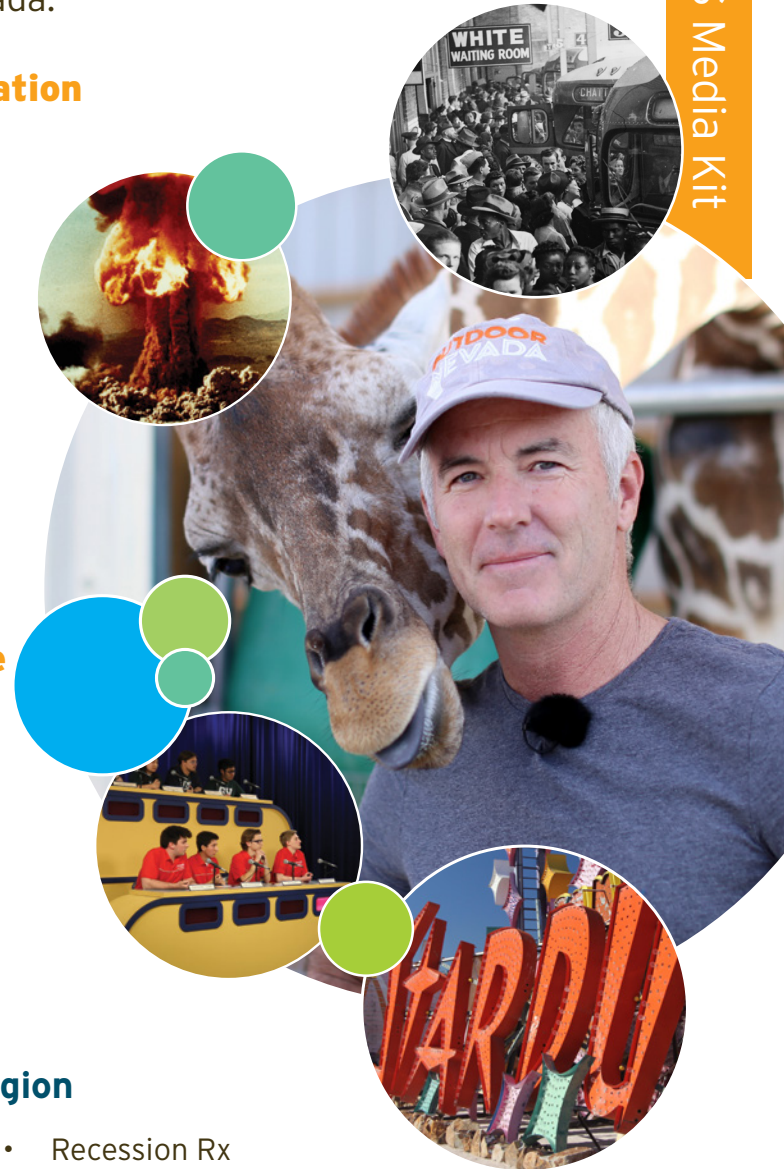
- American Graduate
- Building Vegas Greener
- CCSD Spelling Bee
- Fit Kids, Active Families
- Reading Rainbow Young Writers & Illustrators Contest
- Science Bowl Quiz
- School Desegregation in Southern Nevada
- Varsity Quiz
- Vegas PBS Book Club
- Your Health Matters

## Showcase a flourishing arts and music scene

- artScene
- Broadway in the Hood: An artScene Special
- Cabaret Jazz: Frank Wildhorn & Friends with Jane Monheit and Clint Holmes
- Frankie Moreno Songs at Home, with Special Guest Joshua Bell
- Our Chest of Dreams
- Vegas PBS Arts Showcase

## Create sense of place in an ever-changing region

- African Americans: The Las Vegas Experience
- Capitol Issues
- Daughter of Taiwan, A Journey Home
- Election Coverage
- The Energy Detectives
- The Greatest Generation Goes to War: Las Vegas Memories of WWII
- Impact Nevada
- Makers: Women in Nevada History
- Nevada Week in Review
- Outdoor Nevada
- Recession Rx
- Remembering the Holocaust: Las Vegas Survivors Tell Their Stories
- Restoration Neon
- Sex Trafficking: It's Our Business
- The Test
- Visions in the Desert: Vegas PBS Celebrates 40 Years of Broadcasting
- The Water Rules: A History of Water in the Las Vegas Valley
- When Our Families Are Deployed
- Women in Gaming



# Vegas PBS Children's Programming

## PBS KIDS

The PBS KIDS lineup delivers safe and trusted viewing for children. Our daytime schedule is annually ranked as No. 1 in households with children ages 2 to 11 – even when school is in session – and attracts a large share of parents and adults in the process.

The following programs are among the most popular in our daytime children's lineup:

- ▶ Curious George
- ▶ Dinosaur Train
- ▶ Martha Speaks
- ▶ Nature Cat
- ▶ Odd Squad
- ▶ Sesame Street
- ▶ Thomas & Friends
- ▶ Wild Kratts







# Daytime Viewership for Vegas PBS

Households with Children 2 to 11

0.71

**Monday — Friday 8 a.m. to 4 p.m.**

PBS KIDS dominates daytime TV programming in households with children 2 to 11, even during school hours\*. Adults consistently rate Vegas PBS' popular lineup as "trusted programming."



Vegas  
PBS

0.10

UNI

0.06

FOX

0.14

CBS

0.16

NBC

0.11

ABC

0.14

TEL

0.04

CW

## Parents watch PBS KIDS with their children.

Nearly 70 percent of mothers watch PBS KIDS shows with their children on weekdays. Adults in general make up 35 percent of the viewing audience.

## Sponsors get noticed on PBS KIDS programming.

Vegas PBS offers category exclusivity in PBS KIDS programs so competitors don't share air time.

There are about three minutes of sponsor messages per show, which is less than half of the clutter on commercial television.

## PBS KIDS sponsors are seen as providing a valuable public service.

Nearly 80 percent of parents would prefer to purchase products or services from a company when they perceive it is good for the community, and 82 percent of parents agree PBS KIDS is a positive community influence.

## Everyone has access to PBS KIDS.

PBS KIDS programs are available by television to all Southern Nevada residents. They are also available online and on various mobile devices 24/7.

\* Source: Nielsen Research, April 2017.



# Create Channel



Create brings public television's most popular how-to, travel and lifestyle programs to a wider Vegas PBS audience.

Create provides viewer-friendly advice from high-profile experts on cooking, arts and crafts, gardening, home improvement, lifestyle and travel. According to Nielsen Research, the Vegas PBS Create channel ranks at or near the top for viewership among major markets.

Create viewers index favorably in a number of important consumer areas:\*

- ▶ 84,000 of viewers are adults 35 and over.
- ▶ Create viewers are 93% more likely than the market average to own a home with a value between \$300,000 to \$349,999.
- ▶ Almost 31,000 of the audience has a target household income of more than \$100,000.

Create programming forges a loyal audience. There are 40 series and specials per month -- almost all of them in 30-minute program lengths. Popular shows include:

- ▶ This Old House (home improvement)
- ▶ Lidia's Italy in America (cooking)
- ▶ Rough Cut - Woodworking with Tommy Mac (home improvement)
- ▶ Katie Brown Workshop (general lifestyle)
- ▶ American Workshop (home improvement)
- ▶ Rick Steves' Europe (travel)
- ▶ P. Allen Smith's Garden Home (gardening)
- ▶ Growing a Greener World (gardening)
- ▶ Around the House With Matt and Shari (general lifestyle)
- ▶ Sewing With Nancy (arts and crafts)
- ▶ Joanne Weir's Cooking Confidence



Local sponsor messaging is available in uncluttered breaks, and programs run without interruption.

Create programming is scheduled to reach the 24/7 audiences of our viewing area. A six-hour schedule of programming is aired four times per day.

*\*Source: Scarborough research 2017 Demographic Summary Quick View and Household Detail Quick View.*



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# Vegas PBS Sponsorship Benefits

## We're special – here's why!

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.
- ▶ **We offer highly targeted marketing opportunities** through our unique and diverse programming lineup.
- ▶ **Sponsorship prices are reasonable**, paperwork is minimal and production fees are usually included at no extra cost.
- ▶ **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.
- ▶ **PBS ranks No. 1 in public trust** among nationally known institutions<sup>3</sup>, adding substantial credibility to your message.
- ▶ **Most viewers feel that PBS sponsors are committed to quality and excellence**, and more than half of viewers see our sponsors as industry leaders\*.
- ▶ **Sponsorships build community goodwill**, since supporters of Vegas PBS programming are seen as providing an important service to the community. Small wonder that, all other things being equal, two out of three respondents would choose to buy from a company that supports PBS. It's another benefit of the “Halo Effect.”



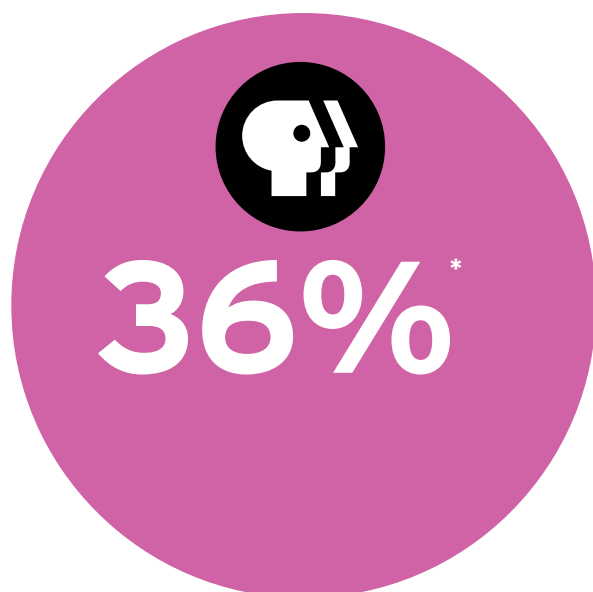


# The PBS “Halo Effect”

Vegas PBS television sponsors benefit from what is known as the PBS “Halo Effect” – an impression of excellence and civic responsibility connected with our high-quality programming.

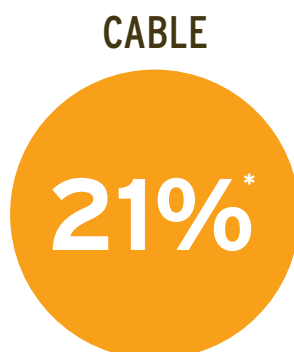
Here are reasons why the PBS Halo Effect\*\* can dramatically improve perceptions of your brand:

- ▶ PBS viewers are nearly **3X** more likely to buy a product or service from PBS sponsors than from advertisers on cable or broadcast.
- ▶ Viewers are more than **3X** more likely to feel PBS sponsors are more committed to quality and excellence than other broadcast advertisers.
- ▶ Viewers pay attention to PBS sponsor messages **3X** more than ads on broadcast or cable.
- ▶ **81%** of viewers feel PBS is selective about the businesses and products allowed to sponsor our programming.
- ▶ **68%** of viewers feel sponsors create compelling advertising that is better than advertisements on other networks.



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Viewers believe PBS sponsors have a greater commitment to **quality and excellence** than broadcast and cable television.



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\* Source: Survey Sampling International 2016 research of national brands.

\*\* SGPTV Harris Poll, Feb. 2015. Nielsen Consumer Insights.



# Vegas PBS

## Sponsorship Opportunities

### Sponsor messages on our channels

Vegas PBS accepts sponsor messaging and program underwriting for these over-the-air, cable and satellite channels:

- ▶ **Vegas PBS Channel 10.** Our primary television channel, with all the best-known and award-winning PBS favorites, in addition to our own programming produced specifically for Southern Nevada.
  - ▶ Over-the-air Channels 10 and 10.1
  - ▶ Cox Cable Channels 10 and HD 1010
  - ▶ Prism Channel 10 and HD 1010.
  - ▶ DirecTV Channel 10
  - ▶ Dish Channel 10
  
- ▶ **Vegas PBS Create.** Home improvement, “how to,” cooking, travel, outdoors and lifestyle.
  - ▶ Over-the-air Channel 10.2
  - ▶ Cox Cable Channel 112
  - ▶ Prism Channel 12
  
- ▶ **PBS KIDS 24/7.** Safe, trusted and highly popular among families, PBS KIDS programming is available to all homes in our broadcast area 24 hours per day.
  - ▶ Over-the-air Channel 10.3
  - ▶ Cox Cable Channel 113
  - ▶ Prism Channel 13
  
- ▶ **Vegas PBS Rewind.** An educational access channel operated by Vegas PBS for CCSD, CSN and UNLV. Cooperatively scheduled with productions by local educational institutions, supplemented with repeats of PBS prime-time programs.
  - ▶ Cox Cable Channel 110
  
- ▶ **Vegas PBS Jackpot!** An educational access channel operated by Vegas PBS for CCSD, CSN and UNLV, cooperatively scheduled with local educational institutions and offers thematic and seasonal specials.
  - ▶ Cox Cable Channel 111



# Sponsorship Guidelines

As a non-commercial broadcaster, Vegas PBS must adhere to Federal Communications Commission (FCC) standards for sponsor and underwriter recognition. While we can recognize your business in a variety of ways, we cannot “promote” it. This sometimes requires us to modify the spots you might air on commercial television.

## Spot length

The most popular sponsorship announcements on Vegas PBS are 15 or 30 seconds in length.

## Spot messaging

Underwriting spots usually begin with your company or organization’s name or logo onscreen. Company mascots, identifiable symbols and animated logos are invited, and you also may use a recognized spokesperson’s voice and instrumental music as background.

Our announcer will introduce Vegas PBS underwriting spots by saying, “Support for Vegas PBS is made possible by...” or will conclude it by saying “...a proud supporter of Vegas PBS.”

You can repeat your company’s slogan or tagline, as long as it complies with FCC standards. You can display products in or out of their packaging, and you can feature consumers or employees instead of products. Your on-screen visuals can include a phone number or website address.

## 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.

## Announcements MAY NOT do the following:

- ▶ Issue a “call to action”
- ▶ Provide price or value information
- ▶ Provide endorsements or inducements
- ▶ Use qualitative or comparative language

Our corporate partnerships team works closely with sponsors to develop new spots and scripts or to modify existing media spots to meet our requirements. Most messages can be easily tailored to comply with our guidelines. There is no charge to the sponsor for these services. A sample corporate support sponsorship announcement can easily be made available upon request.





# Television Production Guidelines

## Preferred artwork specifications for video production:

Because technology and capabilities are continually evolving, please inquire if you have artwork in a format not listed here.

### **LOGO(S):** Please provide your logo in one of these formats in meeting these requirements.

- ▶ Adobe Illustrator - EPS, PDF or AI (Layered)
- ▶ At least 1920x1080i

### **PHOTOGRAPHS and ART:** Please submit 3 to 5 per 15-second spot, in one of these formats:

- ▶ Adobe Illustrator - EPS, PSF or AI (Layered) 1920x1080i
- ▶ Adobe Photoshop - JPEG, TIFF, PDF or PSD (Layered) 1920x1080i
- ▶ Painter - TIFF, PICT or EPS should be at least 1920x1080i

### **VIDEO:** Submit in one of these formats:

- ▶ HDCam
- ▶ Digital file Codec - Quicktime, MPEG-4 (HD file 1920x1080i / SD file 720x486)

### **AUDIO/MUSIC:**

- ▶ MPEG-3

### **MEDIA:** Submit all content to one of these locations:

- ▶ Cloud storage service (Dropbox, Google Drive, etc.)
- ▶ FTP server (available upon request)

Please include all fonts or convert fonts to outlines. If fonts have been converted to outline, include the name of the typeface for reference. If you wish to have a specific typeface used, specify the font.

NOTE: VHS tapes, small JPEG or WMV files are not considered broadcast quality



# Other on-air sponsorship opportunities

## Corporate Pledge Matches

Our Corporate Pledge Match can be ideal for companies and organizations seeking a meaningful hands-on volunteer activity that also offers good brand exposure.

With a minimum \$5,000 contribution, your company or organization can issue a challenge to others – and get television time and recognition while answering viewer calls during one of our popular pledge programs. Your designated representative will be invited to speak for up to two minutes during each of three breaks in the program.

As many as 12 of your employees or representatives can participate – and they're of course encouraged to wear clothing displaying your company or organization's logo. As this is live television, fresh hair, clothing and makeup are highly suggested. Dinner and a volunteer orientation will be offered before your group goes on the air.

## Celebration Themes:

- ▶ January: Martin Luther King Jr. Day
- ▶ February: Black History Month
- ▶ March: Women's History Month
- ▶ April: Holocaust Remembrance Month/Earth Day
- ▶ May: Asian Pacific American Heritage Month
- ▶ June: Lesbian, Gay, Bisexual and Transgender (LGBT) Pride
- ▶ September/October: Hispanic Heritage Month
- ▶ November: Veterans Day
- ▶ December: Holiday programming



## Other Vegas PBS services

In addition to broadcasting and cable, Vegas PBS provides numerous other services to its community, audience and members:

- ▶ Emergency communications for local authorities and homeland security
- ▶ Workforce training and career certification programs
- ▶ Online video streaming
- ▶ Education multimedia services for teachers and students
- ▶ Six educational channels designed for schools
- ▶ Public meeting rooms and training facility rentals

Known only as “KLVX-TV Channel 10” at its inception, Vegas PBS is located in the world-renowned entertainment destination of Las Vegas, Nevada. The Federal Communications Commission license to operate Channel 10 in the community interest as a noncommercial, educational television station was granted to the Clark County School District in 1966. Individual CCSD trustees have since served as the FCC approved licensees of Vegas PBS, setting broad programming policy and approving its annual budget.

In its first 33 years, all KLVX operating costs were assumed by the school district. The percentage of such funding gradually decreased over the years as community support grew, until 1999, when CCSD ended its financial support for capital and operations expenses related to public television.

Today, Vegas PBS offers a diverse set of programs and resources and receives reimbursements from CCSD only for educational media services provided directly to classrooms, used by teachers, or that communicate with the public.

Underwriting and sponsorships enable Vegas PBS to serve the educational, information and artistic needs of our community.

A sample of an on-air sponsorship announcement can easily be made available upon request.





## We connect with our community



Vegas PBS Engage e-newsletter is sent monthly to more than 19,000 individuals to highlight new and returning programs, special ticket offers and community event reminders.

We're active on social media including Facebook, Twitter, YouTube and Flickr. With a growing audience of 5,000 on Facebook and 9,000 on Twitter, our digital platforms are used to connect with the community to promote the latest news, engage with viewers and serve as a resource for Southern Nevada.

## Follow us!



[VegasPBS.org](http://VegasPBS.org)



[Twitter.com/VegasPBS](https://twitter.com/VegasPBS)



[Facebook.com/VegasPBS](https://facebook.com/VegasPBS)



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# Vegas PBS Source Magazine

## Advertising

Our monthly program guide is mailed directly to Vegas PBS member households and selected community leaders. Current circulation and readership information is available upon request.

Advertising in Vegas PBS Source is not subject to FCC guidelines, and may contain a "call to action." All Vegas PBS Source magazine rates are net.

## Specifications

### Dimensions

1	Ad Size	Non-Bleed Dimensions	Trim Size Dimensions
	Full Page	7.375" x 9.875"	8.25" x 10.75"
	1/2 Page (Hor.)	7.375" x 4.875"	NA
	1/3 Page (1 col)	2.325" x 9.875"	NA
	1/3 Page (Square)	4.835" x 4.835"	NA
	Back Cover	8" x 8"	8.25" x 8.25"

### 2 Calendar of publishing dates and deadlines

**Space closing deadline:** The 5th of the month prior to the next cover date

**Materials closing:** The 8th of the month prior to cover date

3 E-mail all artwork as a high-res PDF document to your Vegas PBS corporate partnership representative.

4 Advertising in Vegas PBS Source is not subject to FCC guidelines. All Vegas PBS Source magazine rates are net.

Targeted ad placement may be available within the following magazine sections:

- ▶ Arts and Culture
- ▶ Drama
- ▶ How-To
- ▶ Kids and Families
- ▶ Planned Giving
- ▶ Science and Nature

