

Austin  PBS

Media Kit



What We Do

Austin PBS is dedicated to telling stories that entertain, inspire and change lives. By creating and distributing award-winning content, Austin PBS highlights to the world what makes Austin unique. As a nonprofit educational organization, Austin PBS also prepares children for success in school and creates lifelong learning opportunities for all.

Create

One of the most prolific public media stations in the country, Austin PBS produces more than 130 hours of original content each year. Known worldwide for our long-running music show *Austin City Limits*, we also produce and nationally distribute *Arts In Context*, *Central Texas Gardener*, *Overheard with Evan Smith* and many other programs as well as work with local filmmakers to help them share and distribute their work. In addition to the traditional television approach, we also provide content in forums where a need for a trusted source exists through our Facebook-first news and public affairs project *Decibel* and the digital-first local oral history series *Austin Revealed*.

Educate

Austin PBS presents high-quality content that improves learning outcomes for Central Texans of all ages with a particular focus on serving parents, caregivers, teachers, and students. Through our work in the community, we provide access to PBS Kids resources to help enrich free time as well as to provide simple digital literacy practices to help guide children's use of all media. We blend education and entertainment and encourage families to do activities together after turning the TV off. And most importantly Austin PBS provides a safe haven that is non-commercial and that parents can trust.

Engage

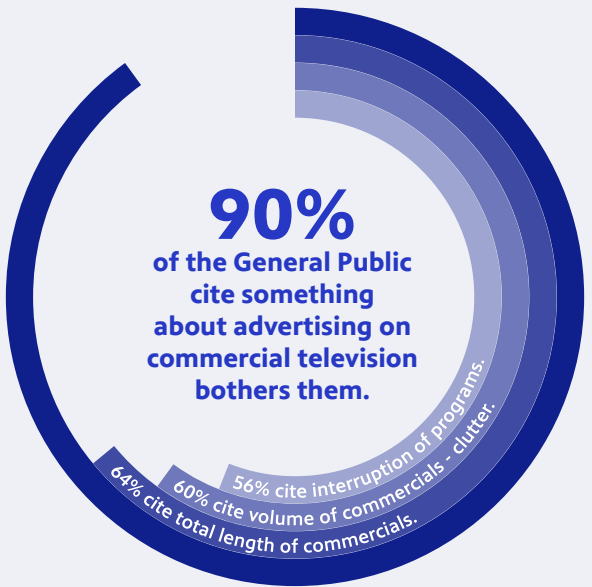
Through all of our work, we bring people together to create meaningful conversations to help build a stronger, more educated and informed community. Each year Austin PBS hosts more than 100 events ranging from community discussions like *ATX Together* to screenings like *Indie Lens Pop Ups* and invites people to attend, reflect, discuss and be part of the conversation. We also create content on the issues important to the community and provide a safe place for online discussions. And through projects like *American Graduate*, Austin PBS partners with other nonprofits to engage the community about specific topics like workforce development and early learning.



Austin PBS Sponsorship Benefits

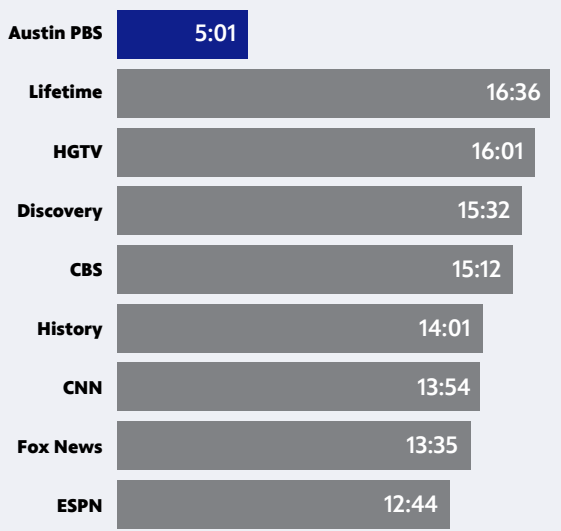
Austin PBS provides trusted, intelligent programming uniquely different from ratings-driven commercial broadcasting that recognizes a viewing community of citizens – not consumers. Consequently, program sponsorship offers your business benefits unattainable through commercial, for-profit advertising.

STAND OUT in a clutter-free environment



Harris Interactive Trust Query

NON-PROGRAM minutes per hour (primetime)

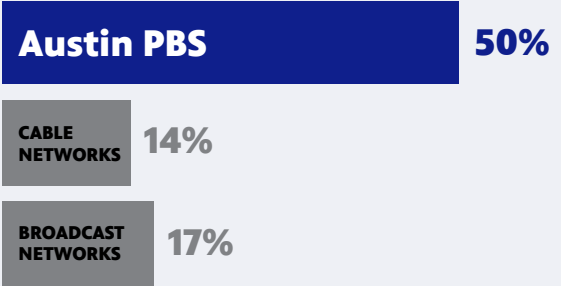


= Engaged Viewers

TNS Media Intelligence

GET NOTICED

“I am more likely to notice sponsors/ advertisers on ... than other programs/networks I watch.”



Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study

89% of viewers would choose to buy a product from a company that sponsors Austin PBS over another.

Attention

“I am more likely to pay attention to sponsor/ad messages on...”



Goodwill

“I feel more positive about companies because they sponsor/advertise on...”



Respect

“I respect companies that sponsor/advertise on...due to their association with”



Recall

“More often than not, I remember the companies that sponsor/advertise on...”



Trust

“Companies that sponsor/advertise on...are more trustworthy.”

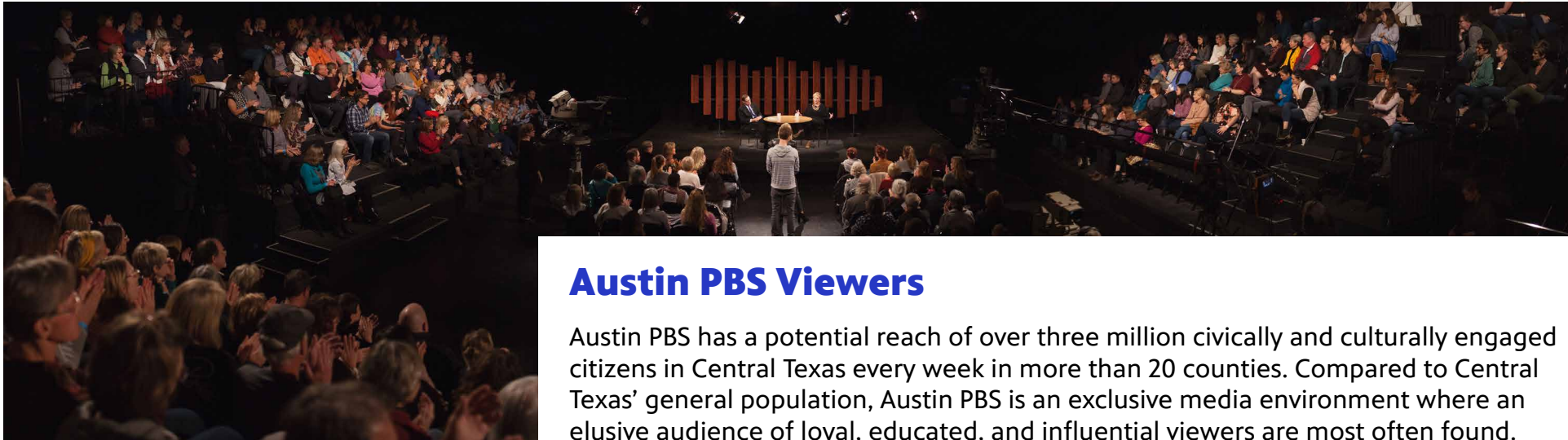


Preference

“All things being equal, I would choose to buy a product or service from a company that sponsors/advertises on...”

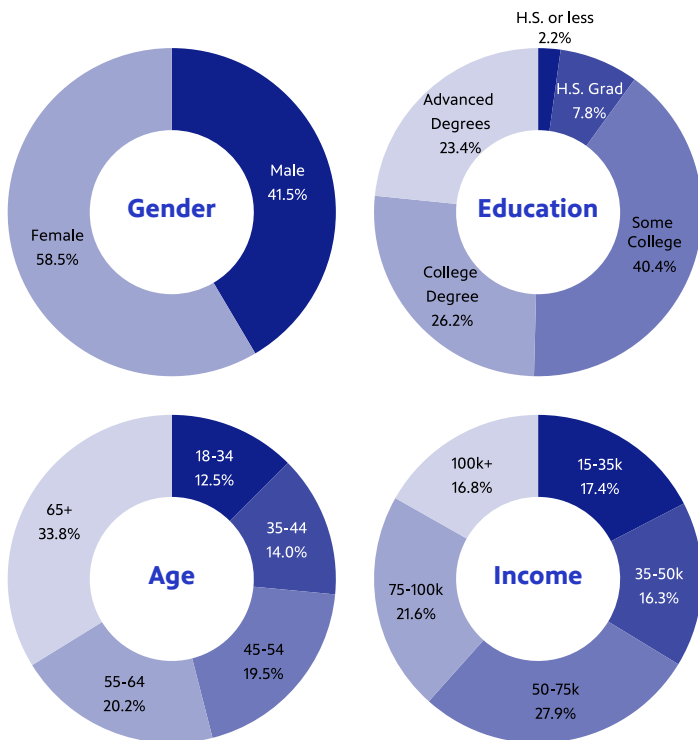


Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study



Austin PBS Viewers

Austin PBS has a potential reach of over three million civically and culturally engaged citizens in Central Texas every week in more than 20 counties. Compared to Central Texas' general population, Austin PBS is an exclusive media environment where an elusive audience of loyal, educated, and influential viewers are most often found.



In Central Texas, Austin PBS viewers are...

Affluent	46% more likely to be a Maturity Yuppie (25-44)/College Grad/Tech Professional/Kids
	312% more likely to be Art Patrons (Adv. Degree/\$100k/Attend Opera, Symphony)
Educated	70% more likely to be have an Advanced College Degree
Engaged	56% more likely to be Proprietors/Managers
	102% more likely to be Business Owner/Partner/Corp. Officer
	34% more likely to be B2B Decision Makers
	76% more likely to Buy "Green" Good for Environment Regularly

Media Audit 2019



Arts In Context

artsincontext.org

Arts In Context features in-depth, cinematic looks into the lives of artists and their art and the creative process.



Austin City Limits

acltv.com

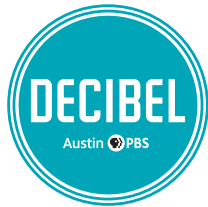
The longest-running music series in television history, **Austin City Limits (ACL)** offers viewers unparalleled access to featured acts in an intimate setting that provides a platform for artists to deliver inspired, memorable, full-length performances.



Central Texas Gardener

centraltexasgardener.org

Central Texas Gardener takes brand-new and seasoned gardeners down a sustainable garden path with hands-on how-to organic techniques, water-wise plants, homegrown food and behind-the-scenes tours of Texas gardeners at home.



Decibel

decibelatx.org

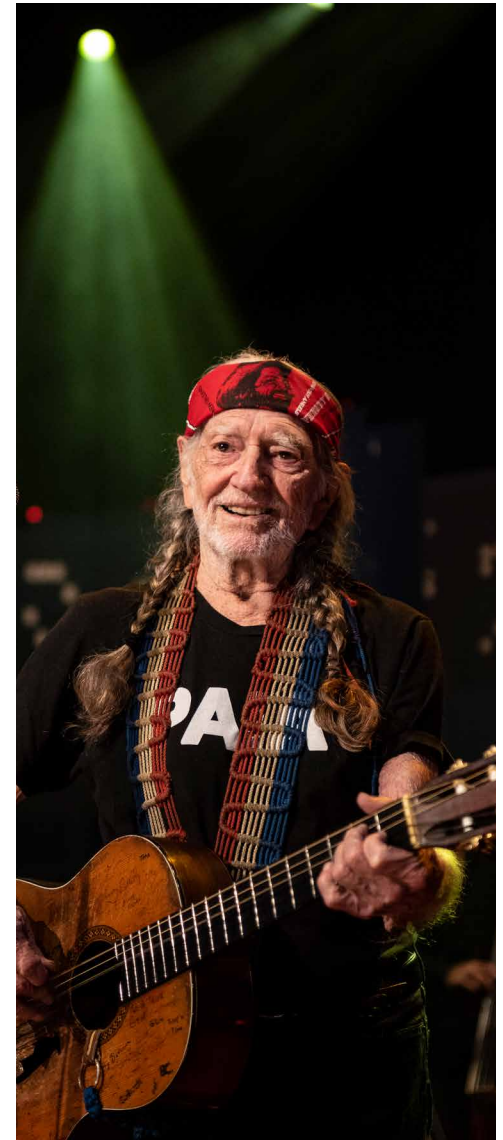
News & public affairs initiative that amplifies stories and issues important to Austin by listening to the community and encouraging dynamic discussions.



Overheard with Evan Smith

overheardwithevansmith.org

Overheard with Evan Smith brings you in-depth conversations with the country's most interesting people and fascinating public figures.



Underwriting Rates

Rates effective 2020

Austin PBS (18.1)

Total Audience Plans

Dayparts	M-F	Sat	Sun	M-Sun
Adult ROS, 5:30pm – 12am	\$200	\$175	\$250	\$180
Kids ROS, 6:30am – 5:30pm	\$75	\$85 (AM)	\$60 (AM)	

Specific Time Periods

Dayparts	M-F	Sat	Sun	M-Sun
Early Fringe, 5:30pm – 7pm	\$200	NA	NA	NA
Primetime, 7pm – 11pm	\$250	\$250	\$300	\$200
Late Fringe, 11pm – 1am	\$120	\$100	\$100	\$100
Weekend Daytime 10am – 5pm				

Special Program Sponsorships

Details on specific programs and rates available upon request. Please ask your Austin PBS representative or visit austinpbs.org/schedule for current program schedule.

Antiques Road Show	NOVA	Overheard with Evan Smith
Austin City Limits	PBS Newshour	American Experience
Decibel	Frontline	Central Texas Gardener
Arts In Context	PBS Arts	Nature

and much, much more!

Q (18.3) and Austin PBS KIDS 24/7 (18.4)

Q features programs unavailable on Austin PBS (18.1) with an emphasis on international programming, movies, documentaries and more. Austin PBS KIDS 24/7 offers round-the-clock PBS KIDS programs at times unavailable on Austin PBS 18.1. See the program guide for full listings.

Plans

Q (18.3) Dayparts	M-F	Sat	Sun	M-Sun
ROS, 6:00pm – 12am	\$50	\$50	\$50	\$50
Category Blocks	\$80	\$80	\$60	NA
Specific Programs	\$90	\$90	\$90	NA

PBS KIDS 24/7 (18.4) Dayparts	M-F	Sat	Sun	M-Sun
Daytime, 6am – 5pm	\$35	\$35	\$35	\$35
Primetime, 5pm – 9pm	\$50	\$50	\$50	\$50

- Rates quoted are for :15 second announcements. :30 second announcements are accepted at 40% increase above the :15 second spot rate.
- Discounts available on 26 and 52 week contracts
- 10% additional ROS credits for pre-payment on all schedules.
- Discounts also available for non-profit organizations (15%)

Typical Austin PBS Programming Week

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6am	BBC World News					Sesame Street	Sesame Street
	Nature Cat					Daniel Tiger	Daniel Tiger
7am	Wild Kratts					Pinkalicious	Pinkalicious
	Molly of Denali					Molly of Denali	Molly of Denali
8am	Xavier Riddle and the Secret Museum					Xavier Riddle	Xavier Riddle
	Let's Go Luna!					Let's Go Luna!	Let's Go Luna!
9am	Daniel Tiger's Neighborhood					Kid Stew	Central Texas Gardener
	Clifford the Big Red Dog					Wild Kratts	MotorWeek
10am	Sesame Street					The Daytripper	Texas Parks and Wildlife
	Pinkalicious & Peterrific					Ask This Old House	The Daytripper
11am	Dinosaur Train					This Old House	Samantha Brown
	The Cat in the Hat Knows a Lot About That!					Rick Steve's Europe	To the Contrary
12pm	Sesame Street					Central Texas Gardener	Washington Week
	Splash and Bubbles					Mexico: One Plate	Overheard with Evan Smith
1pm	Pinkalicious & Peterrific					Pati's Mexican Table	Firing Line
	Let's Go Luna!					Simply Ming	Antiques Roadshow
2pm	Nature Cat					Martha Bakes	No Passport Required
	Wild Kratts					Lidia's Kitchen	
3pm	Molly of Denali					Cook's Country	A Chef's Life
	Xavier Riddle and the Secret Museum					America's Test Kitchen	
4pm	Odd Squad					Central Texas Gardener	NOVA
	Arthur					Christopher Kimball's	
5pm	BBC World News America					Moveable Feast	Nature

Kids & Parents	Lifestyle, Cooking, Travel, Education	News & Public Affairs	Primetime	BBC, Comedy & Fiction	Performing Arts
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Typical Austin PBS Programming Week

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	Nightly Business Report					Plates and Places	Nature
6pm	PBS NewsHour					Two for the Road	Arts in Context
						PBS NewsHour	PBS NewsHour
7pm	Antiques Roadshow	Finding Your Roots	Nature	Overheard SciTech Now	Washington Week Decibel / Firing Line	Austin City Limits	Masterpiece
8pm	No Passport Required	American Experience	NOVA	Samantha Brown The Daytripper	Arts	Father Brown	Masterpiece
9pm	Independent Lens	Frontline	Misc. Nature / Science	Midsomer Murders		A Place to Call Home	Masterpiece
10pm	Misc.	Misc. History / Documentary	SciTech Now			Midsomer Murders	Mum
11pm		On Story	Austin City Limits	Father Brown	Austin City Limits		Hold the Sunset
12am	Amanpour and Company					Thou Shalt Not Kill	Downton Abbey
	NHK Newslines						

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