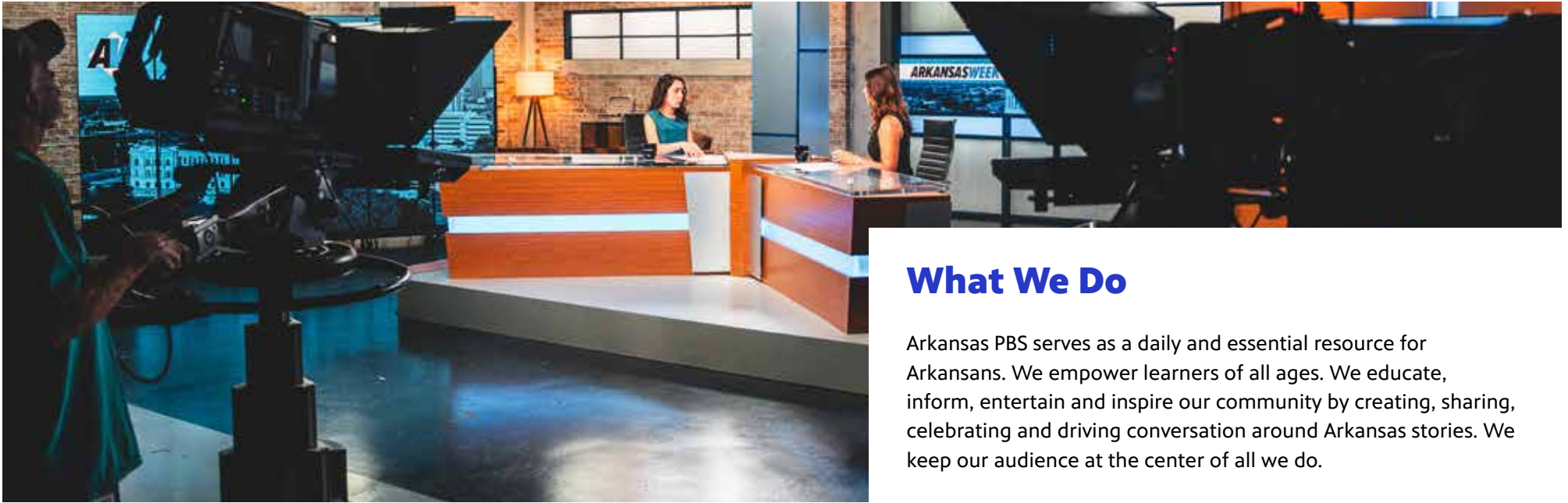


**Arkansas**  **PBS**

**Media  
Kit**



## What We Do

Arkansas PBS serves as a daily and essential resource for Arkansans. We empower learners of all ages. We educate, inform, entertain and inspire our community by creating, sharing, celebrating and driving conversation around Arkansas stories. We keep our audience at the center of all we do.

## Create

Arkansas PBS original productions combine broadcast programming and digital video-on-demand in a spectacular range of content. We use local storytelling to bring us closer to our audience and stimulate conversations. From public affairs to children's educational programming, from explorations of history and culture to celebrations of Arkansas's natural beauty, from high school sports championships to livestreams of exclusive, one-of-a-kind events, our work reflects the magnificent diversity of our state and provides a trusted source of news and information.

## Educate

Arkansas PBS is a critical resource for educators, families and students. We support more than 90,000 educators each year with free, online professional development resources. Our original children's programming brings to life educational content that aligns with Arkansas school standards. And, for the 56% of our state's three- and four-year-olds who are not in preschool, Arkansas PBS helps prepare them for kindergarten and beyond. Most importantly, Arkansas PBS provides a safe, non-commercial haven that parents can trust.

## Engage

Arkansas PBS is so much more than "just a TV station." We bring people together to create meaningful conversations and help build a stronger, more educated and informed community. We host dozens of events every year, from Family Day celebrations to early literacy workshops, from screenings to community panel discussions. We work with community partners across the state to improve the quality of life for all Arkansans.



## Shine a spotlight on your business by supporting Arkansas PBS

Arkansas PBS offers a variety of opportunities, across multiple platforms, to recognize your business for its support.

### Become an Arkansas PBS Business Member

**Annual Investment: \$500 - \$5,000**

As an Arkansas PBS Business Member, you can receive a wide range of recognition opportunities – in print, online, in social media and on-air – commensurate with your level of investment.

### Event Sponsorship

**Annual Investment: \$500 - \$15,000**

By sponsoring high-profile events like Family Day and the Mister Rogers' Neighborhood Sweater Drive, your business will stand out among a limited number of event sponsors, signaling your support for strong and vibrant communities.

### Program Sponsorship/ On-Air Messaging

**Annual Investment: \$2,500 - \$50,000**

With on-air spots placed strategically to reach your target audience, program underwriting puts the focus on your company in a clutter-free environment of engaged viewers.

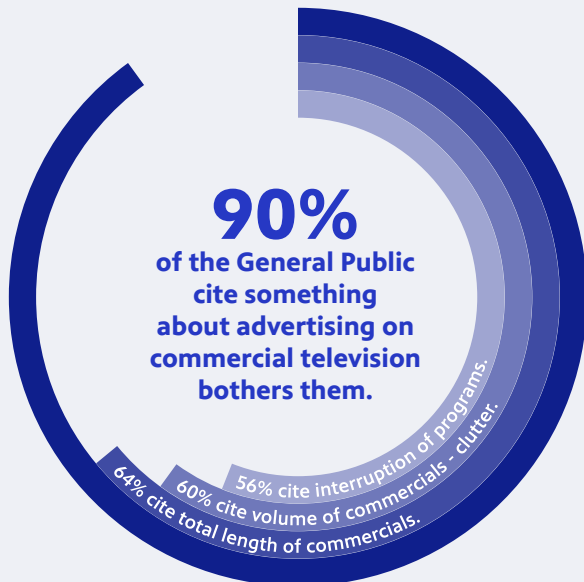
Businesses can also invest in Arkansas PBS original productions for recognition that lasts across the lifespan of the show. Or, let us work with you to create a custom package to meet your recognition goals.



## Arkansas PBS Sponsorship Benefits

Arkansas PBS provides trusted, intelligent programming that is uniquely different from ratings-driven commercial broadcasting. We recognize our audience as a viewing community of citizens, not consumers. As a result, program sponsorship offers your business benefits that just aren't possible through commercial, for-profit advertising.

### STAND OUT in a clutter-free environment



Harris Interactive Trust Query

### NON-PROGRAM minutes per hour (prime time)



**= Engaged Viewers**

TNS Media Intelligence

### GET NOTICED

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

**Arkansas PBS 50%**

**CABLE NETWORKS 14%**

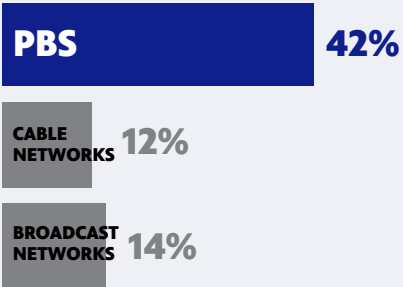
**BROADCAST NETWORKS 17%**

Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study

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

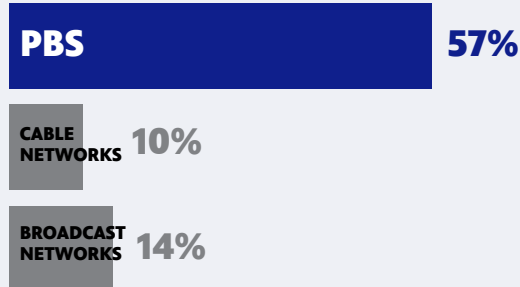
## Attention

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



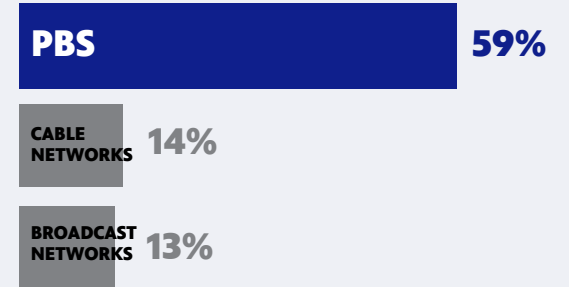
## Goodwill

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



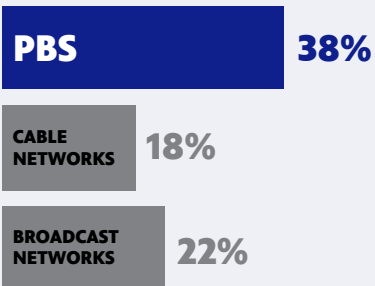
## Respect

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



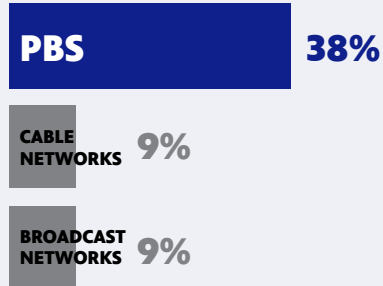
## Recall

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



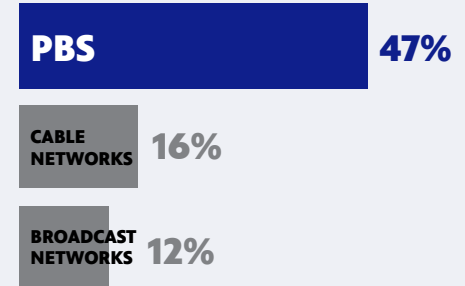
## Trust

“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



## Arkansas PBS Viewers

Arkansas PBS has a potential reach of over 3 million engaged viewers in Arkansas and neighboring states. Our audience is curious, educated, community-minded and loyal.

### Arkansas PBS viewers are ...

<b>Affluent</b>	<b>38%</b> of viewers have household incomes of \$75K+ <b>44%</b> own homes valued at \$225K+ More likely to own a luxury/premium vehicle*
<b>Educated</b>	<b>2.2</b> times more likely to have an advanced college degree*
<b>Engaged</b>	<b>2.4</b> times more likely to show an interest in travel* <b>2.3</b> times more likely to show an interest in the arts* More likely to be a legal, medical or financial professional, or an educator* More likely to be LinkedIn users*

## Business Member Levels

<b>BRONZE</b> <b>\$500</b>	<b>SILVER</b> <b>\$1,500</b>	<b>GOLD</b> <b>VALUE</b> <b>\$2,500</b>	<b>PLATINUM</b> <b>\$5,000</b>
<p>Recognition in two e-newsletters per year</p>	<p>Recognition in two e-newsletters per year</p>	<p>Recognition in two e-newsletters per year</p>	<p>Recognition in two e-newsletters per year</p>
<p>Window cling for business to proudly Display support of Arkansas PBS</p>	<p>Window cling for business to proudly Display support of Arkansas PBS</p>	<p>Window cling for business to proudly Display support of Arkansas PBS</p>	<p>Window cling for business to proudly Display support of Arkansas PBS</p>
<p>Recognition in two monthly magazine issues per year</p>	<p>Recognition in two monthly magazine issues per year</p>	<p>Recognition in two monthly magazine issues per year</p>	<p>Recognition in 12 monthly magazine issues per year</p>
	<p>Logo with URL link on Arkansas PBS Corporate Sponsors web page</p>	<p>Logo with URL link on Arkansas PBS Corporate Sponsors web page</p>	<p>Logo with URL link on Arkansas PBS Corporate Sponsors web page</p>
		<p>Logo featured in 15-second “thank you” spot with other Arkansas PBS Business Members</p>	<p>Logo featured in 15-second “thank you” spot with other Arkansas PBS Business Members</p>
		<p>Spots run approximately 2x per week for one year</p>	<p>Spots run approximately 2x per week for one year</p>
			<p>15-second Arkansas PBS Value Spot Feature with on-air testimonial from a company representative</p>
			<p>20 spots (minimum) annually</p>



## Arkansas PBS Sports Coverage

Arkansas PBS celebrates the vital role that high school sports plays in the development of young Arkansans and in the vibrancy of the communities these students call home. We connect families and friends statewide by featuring young athletes in some of the biggest games of their lives. And we share the stories of the challenges and triumphs of the players, teams, schools, and the communities that support them.

### Arkansas PBS Sports Programming

- Live statewide broadcast of High School championship games in volleyball, football, boys and girls basketball, baseball and softball.
- Access to archived games on our YouTube channel.
- Short cinematic features on players, teams, coaches and communities, taking you “behind the scenes” for the stories behind the games.

### As an Arkansas PBS Sports Sponsor, YOU can play a role in spotlighting Arkansas youth as they ...

- Learn teamwork, discipline and commitment
- Increase their GPAs and life skills
- Develop leadership abilities and community spirit

### Signal your values to your audience by supporting Arkansas PBS Sports programming

Your business or organization will enjoy the community benefits of being associated with PBS, one of the most trusted brands in America.



## Sports Sponsorship Levels

PLATINUM <b>\$25,000</b>	GOLD <b>\$15,000</b>	SILVER <b>\$7,500</b>	BRONZE <b>\$2,500</b>	STAR PLAYERS <b>\$1,000</b>	CHEER SQUAD <b>\$500</b>
Name in press release	Name in press release	Name in press release	Name in press release	Name in press release	Name in press release
Logo on website	Logo on website	Logo on website	Name on website	Name on website	Name on website
Logo in member magazine & e-newsletter	Logo in member magazine & e-newsletter	Logo in member magazine & e-newsletter	Name in member magazine & e-newsletter	Name in member magazine & e-newsletter	Name in member magazine & e-newsletter
Logo on event signage	Logo on event signage	Logo on event signage	Logo on event signage	Name on event signage	Name on event signage
Live readouts during broadcast	Live readouts during broadcast	Live readouts during broadcast	Live readouts during broadcast		
Social media recognition	Social media recognition	Social media recognition			
90 15-second on-air spots (minimum)	60 15-second on-air spots (minimum)	30 15-second on-air spots (minimum)			

### Sports Reach 2021-22

Total Media Impressions	14 million
Social Media Impressions	1,551,467
Video Views	313,663
Webpage Views	64,005
Email Distribution List	85,000+



## Family Day

Arkansas PBS hosts free Family Day events at its studios in Conway and in Northwest Arkansas annually. We invite our community leaders – businesses, community organizations and individuals – to join us as sponsors.

LEADERS <b>\$15,000</b>	HEROES <b>\$10,000</b>	CHAMPIONS <b>\$5,000</b>	HELPERS <b>\$2,500</b>	NEIGHBORS <b>\$1,000</b>	FRIENDS <b>\$500</b>
Name in press reslease	Name in press reslease	Name in press reslease	Name in press reslease	Name in press reslease	Name in press reslease
Logo in magazine follow-up and e-newsletter	Logo in magazine follow-up and e-newsletter	Logo in magazine follow-up and e-newsletter	Name in magazine follow-up and e-newsletter	Name in magazine follow-up and e-newsletter	Name in magazine follow-up and e-newsletter
Logo on website	Logo on website	Logo on website	Name on website	Name on website	Name on website
Logo on signage	Logo on signage	Logo on signage	Name on signage		
Social media recognition	Social media recognition	Social media recognition			
Logo on t-shirt	Logo on t-shirt	Name on t-shirt			
Live recognition from stage	Live recognition from stage	Live recognition from stage			
Recognition in on-air event promos	Recognition in on-air event promos				
25 prime time on-air spots	20 prime time on-air spots				



## Mister Rogers' Sweater Drive

Fred Rogers began the Mister Rogers' Neighborhood Sweater Drive in 1997 as a way to encourage the neighborly spirit. Every November Arkansas PBS and more than 80 locations across the state collect new and gently used sweaters and winter clothing to share with those in need. Every sweater collected is donated through The Salvation Army of Arkansas or local charities.

### TITLE SPONSOR

**\$10,000**

Logo on poster

Social media recognition

Logo on website

Name in press release

25 on-air spots

### SPONSOR

**\$2,500**

Logo on poster

Social media recognition

Logo on website

Name in press release

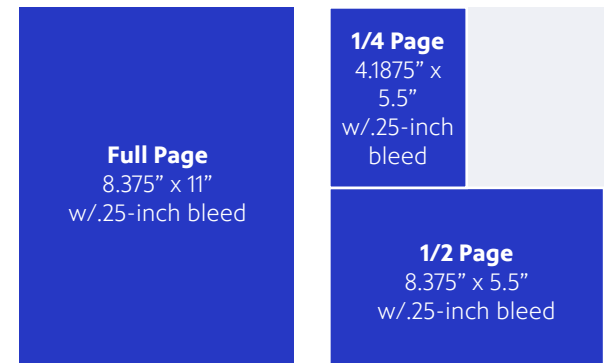
## On-Air Rates

		15-Second Spots
Daytime Kids	M-F 6 a.m.-2:30 p.m.	\$75
News & Public Affairs	M-Th 5:30-7 p.m./Fri 5:30-8 p.m.	\$150
Primetime	M-Th 7-10 p.m./Fri 8-10 p.m.	\$175
Primetime Afternoons	M-F 2:30-5:30p.m.	\$125
Lifestyle (DIY/Travel/Cooking)	Sat 6 a.m.-5 p.m.	\$100
Masterpiece	Sun. 8-10 p.m.	\$200
Sports Championships		\$150
PBS Late Night	10 p.m.-Midnight	\$75
Overnight	Midnight-6 a.m.	\$50

*A minimum contract of \$2500 includes production of your 15-second spot.*

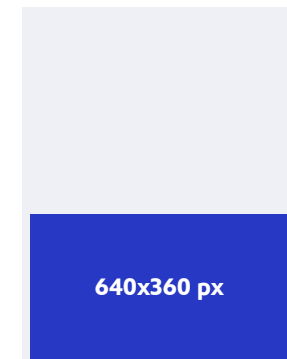
## Print Rates

	Single Placement	6x	12x
Full Page	\$1250	\$1000	\$750
1/2 Page	\$750	\$625	\$500
1/4 Page	\$450	\$350	\$300



## Digital Rates

	Single Placement	5-9x	10x
Weekly e-newsletter	\$150	\$125	\$100





## Underwriter Spot Guidelines & Specifications

Underwriting on Arkansas PBS programming is a great way for your organization to show its support while also gaining recognition from a valuable audience.

It's not typical commercial advertising. Your support message is recognition and thanks from Arkansas PBS for providing financial and in-kind support for our programming.

At Arkansas PBS, we follow guidelines set forth by the Federal Communications Commission (FCC) to ensure that underwriting announcements are informational and non-commercial in nature.

### Do's

- Company name and location
- Years in business
- Visual description of products or services
- Primary mission or core values
- Phone number, URL, or address
- Established slogans
- Background music or sound effects

### Don'ts

- Menu listings (more than four products)
- Calls to action ("stop by," "ask about")
- Qualitative language ("tasty," "excellent")
- Comparative language ("best," "number one")
- Price references ("discount," "reduced")
- Inducements to buy or sell ("free," "bonus")
- Endorsements ("recommended by," "used by")

# Underwriter Spot Guidelines & Specifications

## Process

Your spot can be used to describe your organization, identify your products or services, express your corporate philosophy, or highlight your company's commitment to public television's educational mission.

Your spot can include a corporate slogan and logo, a spokesperson's voiceover, instrumental music in the background, as well as a website address and/or phone number.

Your spot should be no longer than 15 seconds. As a helpful tip, a voiceover script for spots typically should be 40 words or less.

The Arkansas PBS team can provide basic script-writing and video editing needs for underwriter spots where needed.

Arkansas PBS performs script reviews for compliance to minimize post-production and ensure guidelines are being met.

## Sample Approved Scripts

"Law Offices of Gary Green, a people's practice, helping those who need our legal services, with personal injury, professional negligence, and product liability. We support the Arkansas community and the mission of Arkansas PBS."

"Mike's Place is a proud supporter of Arkansas PBS. I'm Mike of Mike's Place. Our staff is all local. Our paintings on the wall are all local. We think it's more than the food. We think it's more than the decorum. We think it's the experience."

"Hi, I'm Jason Buchanaan, general manager of Crain Buick GMC located at 710 South Amity Road in Conway, proudly servicing Central Arkansas. Crain Buick GMC is a proud supporter of Arkansas PBS."