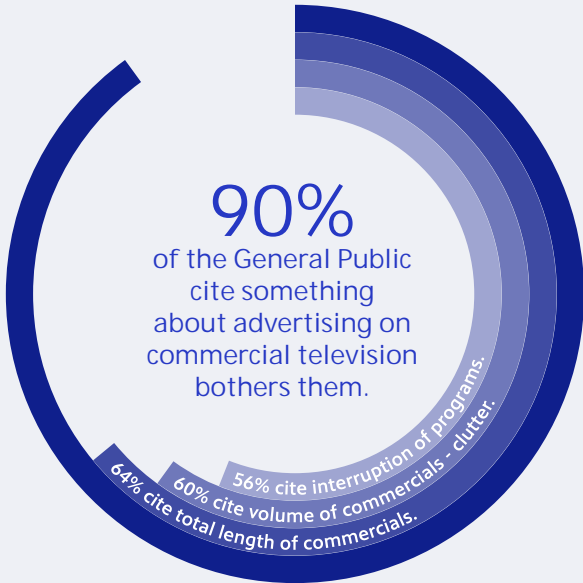


Arkansas PBS



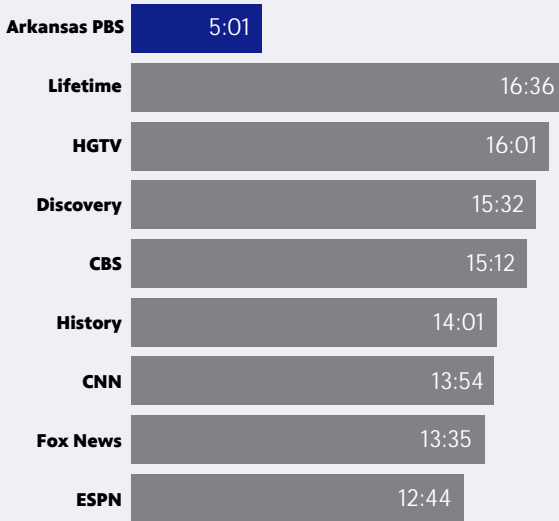
Arkansas PBS provides trusted, intelligent programming that is uniquely different from ratings-driven commercial broadcasting. We recognize our audience as a viewing community of citizens, not consumers. As a result, program sponsorship offers your business benefits that just aren't possible through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

STAND OUT in a clutter-free environment



Harris Interactive Trust Query

NON-PROGRAM minutes per hour (prime time)

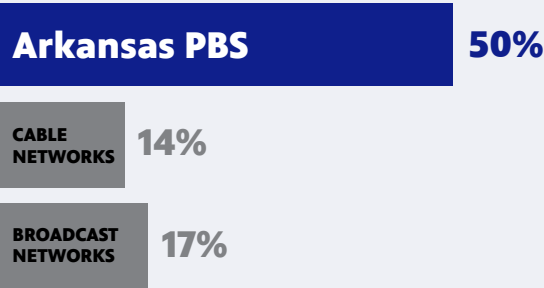


= Engaged Viewers

TNS Media Intelligence

GET NOTICED

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

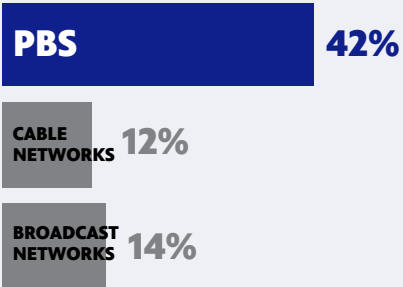


Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study

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

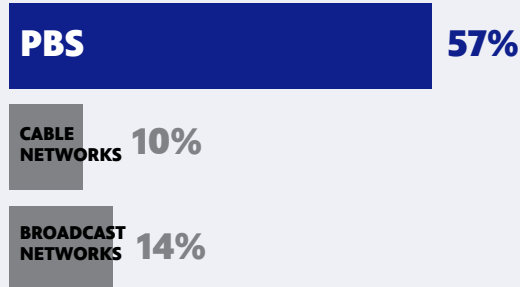
Attention

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



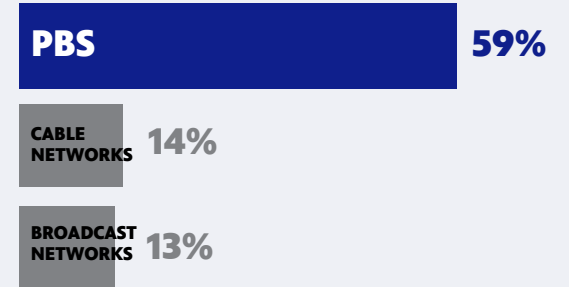
Goodwill

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



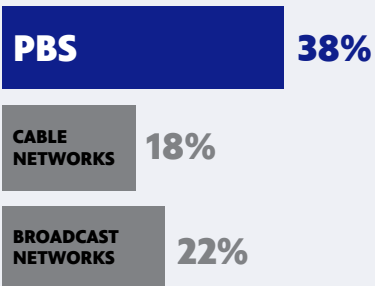
Respect

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



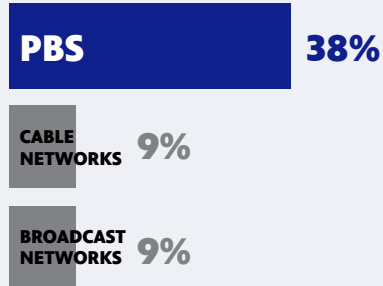
Recall

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



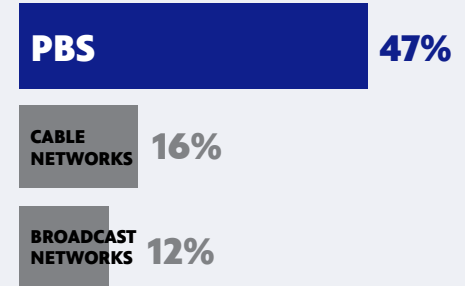
Trust

“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 ...

Affluent

38% of viewers have household incomes of \$75K+
44% own homes valued at \$225K+
More likely to own a luxury/premium vehicle*

Educated

2.2 times more likely to have an advanced college degree*

Engaged

2.4 times more likely to show an interest in travel*
2.3 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

BRONZE \$500	SILVER \$1,500	GOLD VALUE \$2,500	PLATINUM \$5,000
<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 \$25,000	GOLD \$15,000	SILVER \$7,500	BRONZE \$2,500	STAR PLAYERS \$1,000	CHEER SQUAD \$500
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 \$15,000	HEROES \$10,000	CHAMPIONS \$5,000	HELPERS \$2,500	NEIGHBORS \$1,000	FRIENDS \$500
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

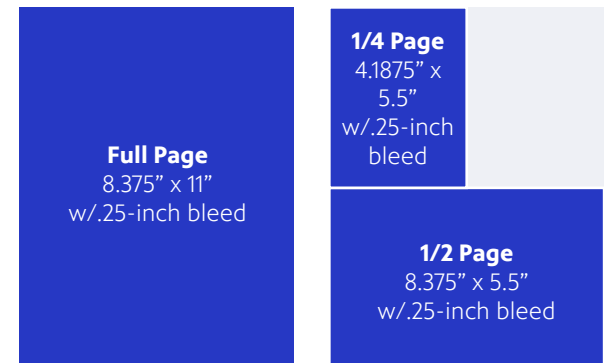
On-Air Rates

		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.

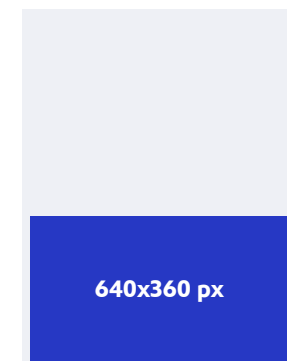
Print Rates

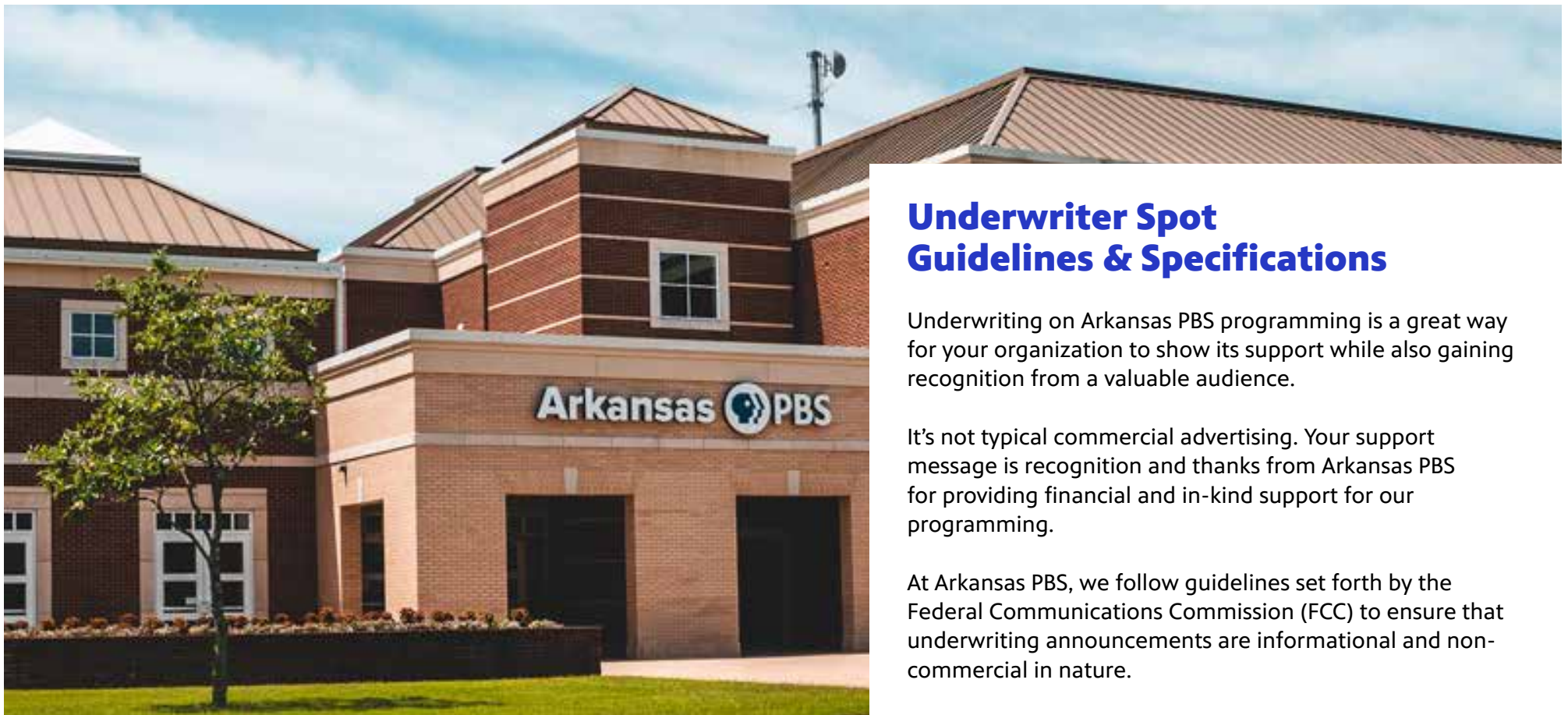
	Single Placement	6x	12x
Full Page	\$1250	\$1000	\$750
1/2 Page	\$750	\$625	\$500
1/4 Page	\$450	\$350	\$300



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."