



Stories that move us.



2021 MEDIA KIT

With a multiplatform approach, we envision a vibrant region and contribute to that reality by creating opportunities for community members to learn, connect, and grow.

     ninepbs.org



National PROGRAMMING

American Masters

An award-winning biography series that celebrates our arts and culture. Recent profiles include Miles Davis, Maya Angelou, Charlie Parker, and Marian Anderson.

Frontline

PBS's flagship public affairs series takes you inside the controversial, complex stories shaping our times.



Nature

Experience the splendors and compelling stories of the natural world from all over the globe. The series delivers the best in original natural history films.

Finding Your Roots

Harvard scholar Henry Louis Gates Jr. explores how the interaction of different racial, religious, and ethnic groups has produced our diverse society and how family genealogies can both confirm and explode myths.



PBS NewsHour

For 46 years, Americans and citizens of the world have turned to the *PBS NewsHour* for the solid, reliable reporting that has made it one of the most trusted news programs on television. The *Gateway Journalism Review/St. Louis Journalism Review* honored anchor Judy Woodruff with a Lifetime Achievement Award in October 2020.

Great Performances

Television's longest-running performing arts anthology is the place to enjoy the best in music, dance, and theater. Explore the iconic *Fiddler on the Roof* musical's reach across time and cultures or watch James Corden's hilarious turn in *One Man, Two Guvnors*.



Masterpiece Mystery

In *Grantchester*, Will Davenport, an Anglican vicar, teams up with detective Geordie Keating to forge an unlikely partnership in solving crimes. *Endeavour* charms audiences with the cerebral and solitary detective Endeavour Morse.

Local PROGRAMMING

Nine PBS's series and specials celebrate the St. Louis region's strengths, accomplishments, and challenges. These programs are a great place to show your St. Louis pride. Upcoming specials are available on request.

Donnybrook/Donnybrook Next Up

On *Donnybrook*, five quick-witted, highly opinionated St. Louis journalists discuss tough topics. In April 2020, a second half hour was added to this weekly series. *Donnybrook Next Up* discusses current events with local experts. Full episodes of both programs are available on ninepbs.org, Nine PBS's YouTube channel, the *Donnybrook* podcast, and livestreamed at the time of broadcast.

Living St. Louis

Since launching in 2004, the regional Emmy-winning *Living St. Louis* has captured the people, places, and organizations that make our region consequential and complex. In addition to the weekly series, numerous specials are produced each year.

Night at the Symphony

Night at the Symphony is broadcast monthly on Nine PBS and includes performances and interviews with St. Louis Symphony Orchestra (SLSO) conductors, soloists, and guest performers. Nine PBS's media assets enable a broad reach of the program across the region, including bringing the symphony to those who otherwise might not be able to attend.

Watch these programs at ninepbs.org/nine-pbs-specials.



Past Programs

BrainWorks: The Theatre of Neuroscience |
 Mid-Century Modern in St. Louis | Songs for
 St. Louis: A Concert in the Commons | St. Louis
 County Executive Democratic Primary Debate |
 St. Louis Baseball Writers' Dinner | St. Louis Teen
 Talent Competition | Women of Achievement
 Celebration

Noncommercial BROADCASTING

📍 Contact your representative for rates and options.

› News

BBC World News / PBS NewsHour / Washington Week

Mon–Fri | 5:30 – 7:00 pm

› Nine PBS Primetime

Antiques Roadshow / Documentary Specials / American Experience / NOVA / American Masters / Great Performances / Frontline / Finding Your Roots / Nature / Donnybrook / Living St. Louis

Mon–Sat | 7–10 pm

› Masterpiece Sundays

Grantchester / Endeavour / Elizabeth Is Missing / All Creatures Great and Small / Miss Scarlet & The Duke / Roadkill

Sun | 7–10 pm

› Nine PBS Cooking

America's Test Kitchen / Cook's Country / Milk Street / Lidia's Kitchen / Nick Stellino Storyteller in the Kitchen / Kevin Belton's New Orleans Kitchen / Martha Stewart

Sat | 10 am–2 pm

› Weekends

Sat–Sun | Noncooking times

› Weekend Movies

Sat–Sun | 9–11 pm / 10 pm–midnight

› Nine PBS KIDS

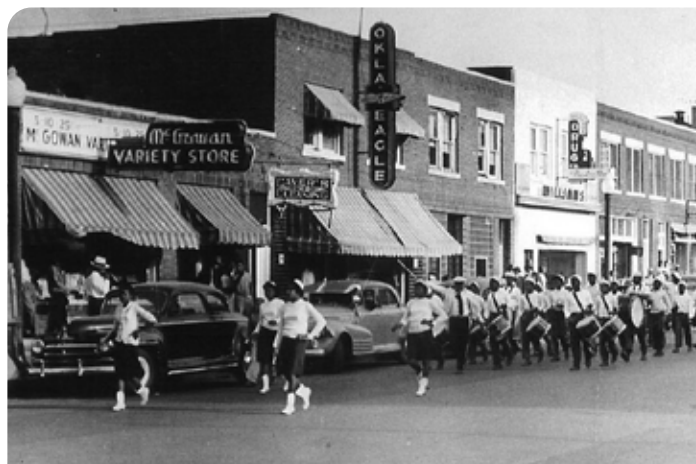
Elinor Wonders Why / Clifford / Arthur / Xavier Riddle / The Cat in the Hat Knows a Lot about That! / Curious George / Molly of Denali / Donkey Hodie / Daniel Tiger's Neighborhood / Wild Kratts / Sesame Street / Let's Go Luna

Mon–Fri / Sat–Sun | 6:30–11 am and
1:30–5:00 pm / 6–9:30 am

› Nine PBS Late Night

BBC World News / Amanpour and Company / Independent Lens

Mon–Fri | 10 pm–midnight



📍 *American Experience* is a top-10-ranked PBS series. The episode *Goin' Back to T-Town* tells the story of Greenwood, an extraordinary Black community in Tulsa, OK, that prospered during the 1920s and 30s despite rampant and hostile segregation.

Nine PBS offers a brand-safe environment for your messages.

Announcements only air at the opening and closing of our commercial-free programs.

Unlike commercial radio, TV and cable, we air a fraction of the 16-plus minutes, on average (or 30+ commercials), of breaks they do, so your underwriting announcement is seen, heard and noticed.

Public television audiences see organizations that are affiliated with Nine PBS as concerned about and contributing to the community. Our account managers will be happy to guide you through the creative and production process.

Nine PBS' platforms include
four distinct broadcast channels.



Nine PBS VIEWER SNAPSHOT

- Nine PBS offers the people of the St. Louis region multiple ways to explore the world and become engaged in civic life.

Education (Highest Level)

High school diploma	29%
Attended some college	35%
College graduate	14%
Some post-graduate	4%
Graduate degree	13%

Marital Status

Married	55%
Single (never married)	23%
Divorced	10%
Widowed	10%

Age

18–34	18%
35–44	13%
45–54	13%
55–64	20%
65+	36%

Gender

Female	54%
Male	46%

Household Income

Under \$25,000	18%
\$25,000–\$49,999	29%
\$50,000–\$74,999	15%
\$75,000–\$99,999	12%
\$100,000–\$149,999	13%
\$150,000+	14%

Residence

Single-family home	74%
Other	26%

Source: Nielsen Scarborough Jul 2019–Jun 2020. 2,488,502 St. Louis DMA



**Nine PBS reaches
100 counties**
in Missouri and Illinois.

One of the top five
public television stations in
viewership per capita.

More than 300,000
viewers tune in weekly.

Source: TRAC Media Services 2020

Digital ADVERTISING

➤ Contact your representative for rates.

Nine PBS Website

Up to six rotating banner ads.

Platform	Deliverables
Run of site	5,000 impressions



➤ ninepbs.org received over **2 MILLION PAGEVIEWS** in 2020.

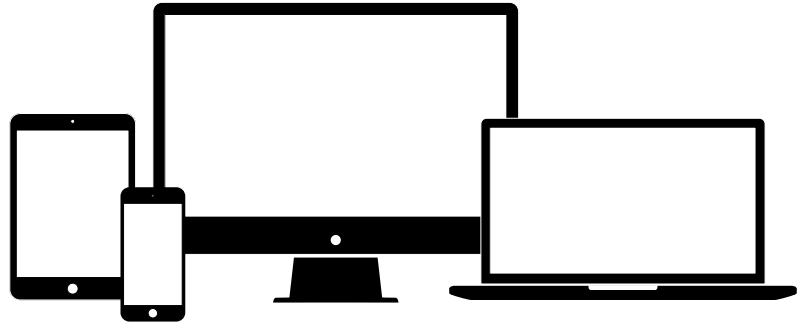
Digital Specifications

There is a \$500 minimum for online-only purchases.

- › Add \$150 charge if Nine PBS creates the digital ad

Artwork that meets digital ad specs must be supplied.

- › File type: .jpg or .png
- › Schedule size: 728 x 90 pixels
- › Homepage size: 300 x 250 pixels
- › Provide a URL for click-through opportunity



Nine PBS Social Media

 Facebook > **27,000+** followers*

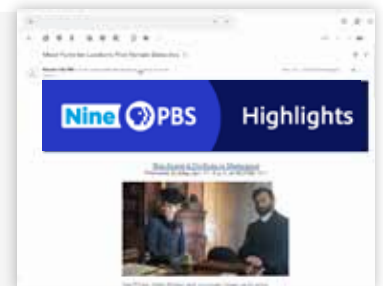
 Twitter > **22,000+** followers*

*As of December 2020, Facebook Insights, Twitter Analytics

Nine PBS Email

Platform	Deliverables
Email Program Highlights	Sent to 94,000+ emails with company logo and link to company website

➤ Our email list includes **94,000** ACTIVE CONTACTS.



Disclaimers: Video posts generally outperform text/image posts. Social media posts are only available to Nine PBS partner organizations when the desired message aligns with Nine PBS programming or identity and when purchased with additional underwriting support. If impressions are not reached, the ad will continue to be delivered until it hits specified impressions. Rotating banner ads exclude finite time frames or events.



Print Specifications

- › Preferred file format: Press-ready PDF or EPS at 300 dpi. Images must be saved as CMYK. No spot/Pantone colors are allowed.
- › Please do not include print marks on any size ad.
- › Publication trim size: 8.375 in. x 10.875 in.
- › Live matter safety: 0.25 in. from trim on all sides.
- › Printing process: Heat-set web offset.
- › Binding: Saddle-stitched.

Creative

Nine PBS Magazine will produce ads for a one-time production charge of \$150. Copy changes will be permitted one time only at no charge. Not subject to discounts.

Discounts

Not-for-profit organizations with proper documentation qualify for a 10% discount. Discounts do not apply to a one-time annual insertion order.

Digital Magazine

The digital version of *Nine PBS Magazine* increases our print circulation even further. Each issue is fully accessible at ninepbs.org.

Magazine ADVERTISING

➤ Contact your representative for rates.

Members of **Nine PBS—40,000 strong**—receive *Nine PBS Magazine* as a benefit of membership. It is the only paid-circulation magazine in St. Louis that delivers information deemed absolutely vital to the interests of its readers—the monthly broadcast schedule of the programs they love!

Bonus distribution is available at in-person events when safe to do so, including donor events, children's story times, art fairs, food festivals, and cultural events. The St. Louis Public Library distributes copies of the magazine through its various branches.

Advertising Rates/Specifications

Color	Dimensions	1x	3x	6x
Full page*	8.375 in. x 10.875 in.	\$1,980	\$1,890	\$1,750
› Inside cover*	8.375 in. x 10.875 in.	\$2,830	\$2,610	\$2,365
› Back cover*	8.375 in. x 10.875 in.	\$2,970	\$2,750	\$2,475
*Any full-page ad needs at least a 0.125 inch bleed on all 4 sides.				
2/3 page	4.75 in. x 9.25 in.	\$1,500	\$1,390	\$1,255
1/2 page horizontal	7.25 in. x 4.75 in.	\$1,280	\$1,280	\$1,090
1/2 page vertical	4.75 in. x 7.25 in.	\$1,280	\$1,280	\$1,090
1/3 page vertical	2.5 in. x 9.25 in.	\$815	\$790	\$730
1/3 page square	4.75 in. x 5 in.	\$815	\$790	\$730
1/6 page vertical	2.5 in. x 4.75 in.	\$500	\$480	\$450
1/6 page horizontal	4.75 in. x 2.5 in.	\$500	\$480	\$450

Closing

Issue	Space	Material
Jan–Feb 2021	November 30	December 7
Mar–Apr 2021	February 1	February 5
May–Jun 2021	April 1	April 7
Jul–Aug 2021	June 1	June 4
Sep–Oct 2021	August 2	August 6
Nov–Dec 2021	September 30	October 6
Jan–Feb 2022	November 29	December 3

Disclaimers: All rates are net to advertisers. *Nine PBS Magazine* reserves the right to update, modify, or change rates and ad sizes without prior notice. All rates and ad sizes will be honored once agreements have been finalized. We make every effort to accommodate special page requests, but we cannot guarantee a preferred position (premium positions excluded). Frequency rates and discounts require advance reservation of multiple insertions. We cannot accept advertising that competes with our fundraising efforts, which includes but is not limited to planned giving and membership. We reserve the right to decline any ad for any reason.



Nine PBS Values

Our values shape us and are a significant reason for our success. If you value trust, engagement, inclusion, and innovation, become a Nine PBS advertiser or sponsor.

Trust

We are a trusted media voice.

Engagement

We work with others to enable a healthy and economically viable region.

Inclusion

We are of, by, and for all people in our region.

Innovation

We strengthen civic life through transformative public media.

Nine PBS offers unique opportunities to connect your brand with broad audiences on air, online, and in print. Custom packages are available to fit your company's needs and marketing goals.

PBS is #1 in public trust for 17 years

Ahead of courts of law, commercial cable TV, newspaper publishing company, Congress, and others

Source: Marketing and Research Resources, Inc., online survey, January 6–10, 2020



3655 Olive Street | St. Louis, MO 63108

Marvin Sanders, Corporate Accounts Manager
Office: (314) 512-9137 | Cell: (314) 504-7331
Email: msanders@ninepbs.org