

# nine

## PBS in St. Louis

2020 | MEDIA KIT

**With a multiplatform approach,** Nine Network creates meaningful connections for businesses and nonprofit organizations with our viewers and members.

**We reach more than 750,000 monthly viewers** who want to explore the world and become engaged in civic life.

SOURCE: NIELSEN IMPRESSIONS, AGE 2+, 2109.

**Nine Network contributes to a strong, vibrant, thriving St. Louis** region by creating opportunities for citizens to learn, connect and grow.

**nineNetwork** of Public Media 



## Local Programming

### Special Reports

Nine's specials celebrate the St. Louis region's strengths and accomplishments, uplifting those in need, and finding solutions to the challenges. Upcoming projects available on request.

### A sample of past programs include:

- *Now Hiring: A Skilled Workforce*
- *Of Black and Blue: The Journey of African American Police*
- *A Baseball Legacy: Fans Remember the St. Louis Browns*
- *St. Louis Teen Talent Competition*

---

## Event Sponsorship

We encourage our community to explore, learn, and participate through the more than 100 events we hold every year. Nine events offer unique opportunities to connect your brand with broad audiences on-air, online, and in print, as well as reaching desirable, targeted audiences during stimulating events. Custom packages are available to fit your company's needs and marketing goals.



### 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.



### Donnybrook

One of the longest-running public affairs programs on television, *Donnybrook* is not another dry, tame talk show—the issues are hot and so is the discussion. *Donnybrook* is also available on podcast.



### Night at the Symphony

We remain immensely proud of our partnership with the St. Louis Symphony and our ability to bring monthly, world-class performances to those who may otherwise be unable to attend in person.



# National Programming

## Frontline

Frontline is investigative journalism that questions, explains and changes our world. Its investigations have freed innocent people from jail, prompted U.N. resolutions, and spurred both policy and social change.



## Great Performances

Since its premiere in 1972, Great Performances has given viewers a front row seat to an international roster of renowned artists and performing art companies of all genres.



## PBS KIDS

PBS KID is the number one educational media brand for kids ages 2-8. It gives kids the opportunity to explore new ideas and new worlds through television, digital media and community-based programs. PBS KIDS supports the entire ecosystem in which children learn, including their teachers, parents and community.



## Antiques Roadshow

*Antiques Roadshow* is PBS's most-watched on-going series. A new bite-sized way to enjoy the show, *Antiques Roadshow Recut*, premieres in 2020, featuring 30-minute episodes packed full of favorite finds and paced for maximum entertainment.

## PBS NewsHour

For more than 40 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.



## Masterpiece

Masterpiece brings the best in drama to American public television audiences, from classics to contemporary drama.

## Nova

Now in its fourth decade, the series produces in-depth science programming in documentaries and miniseries format, from the latest breakthroughs in technology to the deepest mysteries of the natural world.

## Noncommercial Broadcasting Rates

Monday–Friday / Saturday | 6:30 am–1 pm and 2:30–5:30 pm/ 6–10 am

### PBS KIDS

Clifford / Arthur / Dinosaur Train / Cat in the Hat / Curious George / Super Why! / Peg + Cat / Daniel Tiger's Neighborhood / Molly of Denali / Wild Kratts / Sesame Street / Let's Go Luna / Dinosaur Train	:15	\$100-200
--	-----	-----------

Monday–Friday | 5:30 – 7:00 pm

### News

BBC World News / PBS NewsHour / Washington Week	:15	\$225-450
	:30	\$300-600

Monday–Saturday | 7 pm – 10 pm

### Nine PBS Prime Time

Antiques Roadshow / Documentary Specials / American Experience / NOVA / American Masters / Great Performances / Frontline / Finding Your Roots / Nature / Donnybrook / Living St. Louis	:15	\$225-550
	:30	\$300-750

Monday–Friday | 10 pm – Midnight

### Nine PBS Late Night

BBC World News / Amanpour and Company / Independent Lens	:15	\$75-225
	:30	\$100-300

Saturday–Sunday / Monday–Friday | 10 am – 1 pm / 1 –2 pm

### Nine PBS Cooking

Martha Stewart's Cooking School / America's Test Kitchen / Cook's Country / Milk Street / Lidia's Kitchen / Martha Bakes / tasteMAKERS/ Kevin Belton's New Orleans Kitchen	:15	\$85-225
	:30	\$110-300

Saturday–Sunday | Noncooking times

### Weekends

	:15	\$65-185
	:30	\$90-250

Saturday–Sunday | 9–11 pm / 10 pm–midnight

### Saturday Night Movies

	:15	\$115-225
	:30	\$150-300

Saturday | 11 pm–midnight

### Austin City Limits

	:15	\$85-225
	:30	\$110-300

Sunday | 6:30–10 pm

### Masterpiece Sundays

Victoria / Howards End / Sanditon / Grandchester / Downton Abbey	:15	\$260-600
	:30	\$350-900

## The Power of Nine PBS

**PBS holds steady as the 6th ranked network among cable and broadcast.**

SOURCE: AUDIENCE INSIGHT 2018 ANNUAL REPORT, PBS BUSINESS INTELLIGENCE

**PBS is watched by 86% of TV households.** (that's 230-plus million people)

SOURCE: NIELSEN NPOWER, 9/25/2017–9/23/2018



**For 16 years, PBS is #1 in public trust,** ahead of courts of law, commercial cable TV, newspaper publishing company, Congress, and others.

SOURCE: MARKETING AND RESEARCH RESOURCES, INC., ONLINE SURVEY, JANUARY 3–8, 2019

# Digital Advertising Rates

## Nine Website

Platform	Deliverables	CPM	Rate
Homepage	3 Months 5,000 impressions	\$30	\$150
	3 Months 30,000 impressions	\$30	\$900
	1 Month 10,000 impressions	\$30	\$300
Schedule	3 Months 11,000 impressions	\$30	\$330
	3 Months 65,000 impressions	\$30	\$2,000
	1 Month 22,500 impressions	\$30	\$675
All Pages	3 Months 25,000 impressions	\$30	\$750
	3 Months 150,000 impressions	\$30	\$4,500
	1 Month 50,000 impressions	\$30	\$1,500

## Digital Specifications

**\$500 minimum for online-only purchases**

- Add \$100 charge if Nine Network creates the digital ad

**Artwork that meets digital ad specs must be supplied.**

- All files should be .jpg or .png
- 728 x 90 pixel, static, digital image (for nineNet.org/schedule)
- 300 x 250 pixel, static, digital image (for nineNet.org)
- Provide a URL for click-through opportunity

If impressions are not reached, the ad will continue to be delivered until it hits specified impressions.  
Rotating ad (1 of 6), excludes finite time frames or events



## Nine Email

Platform	Deliverables	CPM	Rate
Email Program Highlights	Sent to 86,000+ emails with company logo and link to company website	\$22	\$1,900
Dedicated Email	Company logo, link to company website, and involvement in messaging	\$35	\$3,000

## Nine Social Media

Platform	Deliverables	CPM	Rate
Facebook Video Post	At least 10,000 impressions and 900 video views per post	\$30	\$300
Facebook Text & Image Post	At least 3,500 impressions per post	\$30	\$105
Twitter Text & Image or Video Post	At least 1,000 impressions per tweet	\$30	\$30



Social media posts are available only when the desired message aligns with Nine Network programming or identity.

## Nine Network Viewer Snapshot

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

Age	
18–34	14%
35–44	17%
45–54	14%
55–64	20%
65+	36%

Household Income	
Under \$25,000	16%
\$25,000–\$49,999	29%
\$50,000–\$74,999	22%
\$75,000–\$99,999	10%
\$100,000–\$149,999	12%
\$150,000+	11%

Marital Status	
Married	55%
Single (never married)	21%
Divorced	13%
Widowed	10%

Education (Highest Level)	
High school diploma	30%
Attended some college	34%
College graduate	14%
Some post-graduate	4%
Graduate degree	13%

Gender	
Female	54%
Male	46%

Residence	
Single-family home	76%
Other	24%

SOURCE: NIELSEN SCARBOROUGH  
 JAN 2018 - MAR 2019. BASE: TOTAL ADULTS 18+  
 PROJECTED: 2,490,062 ST. LOUIS DMA.



## Advertise in Nine Magazine

Our readers have a passion for the programming seen on the Nine Network. Members of the Nine Network—39,000 strong—receive *Nine 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 the nearly 100 events we hold each year, including donor events, children’s story times, art fairs, food festivals, and cultural events. The St. Louis Public Library distributes 1,000 copies of the magazine through its various branches.



## Digital Magazine

The digital version of *Nine Magazine* increases our print circulation even further. Each issue is fully accessible at [nineNet.org/ninemagazine](http://nineNet.org/ninemagazine).

## 2020 Editorial Calendar

Winter	Family and Food
Spring	Health and Wellness
Summer	Trailblazers
Fall	Elections

# Advertising Rates/Specifications

Color*	Dimensions	1x	3x	6x
Full page	8 in. x 10 <sup>3/4</sup> in.	\$1,980	\$1,890	\$1,750
<b>Full-Page Premium Position</b>				
Inside front cover	8 in. x 10 <sup>3/4</sup> in.	\$2,830	\$2,610	\$2,365
Inside back cover	8 in. x 10 <sup>3/4</sup> in.	\$2,830	\$2,610	\$2,365
Back cover	8 in. x 10 <sup>3/4</sup> in.	\$2,970	\$2,750	\$2,475
2/3 page	4 <sup>5/8</sup> in. x 9 <sup>3/4</sup> in.	\$1,500	\$1,390	\$1,255
1/2 page horizontal	7 in. x 4 <sup>3/4</sup> in.	\$1,280	\$1,200	\$1,090
1/3 page vertical	2 <sup>1/4</sup> in. x 9 <sup>3/4</sup> in.	\$815	\$790	\$730
1/3 page square	4 <sup>5/8</sup> in. x 4 <sup>3/4</sup> in.	\$815	\$790	\$730
1/6 page vertical	2 <sup>1/4</sup> in. x 4 <sup>3/4</sup> in.	\$500	\$480	\$450
1/6 page horizontal	4 <sup>5/8</sup> in. x 2 <sup>1/2</sup> in.	\$500	\$480	\$450

## Specifications

Preferred file format: Press-ready PDF or EPS at 300 dpi. Images must be saved as CMYK. No spot/Pantone colors are allowed.

**Publication trim size:** 8 in. x 10<sup>3/4</sup> in.

**Live matter safety:** 1/4 in. from trim on all sides.

**Full-page bleed ads:** There must be 1/8-in. bleed on all four sides.

**Printing process:** Heat-set web offset  
Binding: Saddle-stitched

## Creative

*nineMagazine* 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.

## Closing

Issue	Space	Material
Jan–Feb '20	11/26/19	12/2/19
Mar–Apr '20	1/27/20	2/3/20
May–Jun '20	3/30/20	4/6/20
Jul–Aug '20	5/27/20	6/3/20
Sep–Oct '20	7/27/20	8/3/20
Nov–Dec '20	9/28/20	10/5/20
Jan–Feb '21	11/30/20	12/7/20

**Disclaimers:** All rates are net to advertisers. *Nine 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 Magazine* is audited by an independent, third-party.



## Nine Network Values

Our values shape us and are a significant reason for our success. If you value trust, engagement, inclusion and innovation, become a Nine Network 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 Network 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 Network as concerned about and contributing to the community. Our account managers will be happy to guide you through the creative and production process.



3655 Olive Street | St. Louis, MO 63108  
(314) 512-9000 | [dmutter@ketc.org](mailto:dmutter@ketc.org)

## Audience Reach and Impact

### On Air

- **Nine Network reaches 100 counties** in Missouri and Illinois.
- Nine Network is made up of **four distinct broadcast channels.**
- **750,000 viewers** tune-in monthly.

### Online / Digital

- nineNet.org received **1.3 million pageviews** in 2019.
- We have nearly **46,000 social media followers** on Facebook, Twitter, Instagram and YouTube.
- Our email list includes **86,000 subscribers.**

### Print

- **Our program guide, Nine Magazine, reaches 39,000+** with a pass-along rate of 2.5 people.

### In the Community

- We invite the community to explore, learn, and participate through the more than **100 events** we hold every year.
- **Hundreds of community partners** help us engage our community.