PUBLIC MEDIA THAT INSPIRES

Vegas PBS

MEDIA KIT 2021–2022
OUR VISION

Vegas PBS will be a leading educational public media organization connecting and creating community through trusted quality content and experiences that engage, entertain, inform and inspire.

OUR MISSION

Vegas PBS creates an informed and engaged community through high-tech, high-touch experiences that educate and empower individuals and organizations.

OUR VALUES

Vegas PBS builds community through information, education services and unique experiences that create a sense of place, and civic and social capital.

CORE VALUES

• Teamwork
• Diversity and Inclusion
• Integrity
• Excellence
• Service

Photo: Blossoming of the Mind, a three-story installation of brilliantly colored, handcrafted “blossoms” from Domsky Glass adorns the lobby of Vegas PBS, made possible by Southern Nevada Public Television.
VEGAS PBS MEDIA KIT | 2021–2022

ICONIC NATIONAL PROGRAMMING

ANTIQUES ROADSHOW
Part adventure, part history lesson, and part treasure hunt! Watch as specialists from the country’s leading auction houses and independent dealers offer free appraisals of antiques and collectibles, revealing fascinating truths about family treasures and flea market finds.

MASTERPIECE
Winner of 83 Primetime Emmys® and 16 Peabody Awards, MASTERPIECE has been essential Sunday night viewing for millions of fans since 1971 and is known for recent hits such as Sherlock, Downton Abbey and Victoria, and beloved classics such as Upstairs Downstairs, Prime Suspect, The Forsyte Saga and Poldark.

NATURE
NATURE brings the beauty and wonder of the natural world into your home and has become the benchmark for natural history programs.

FRONTLINE
FRONTLINE explores and illuminates the critical issues of our times - from business and health to social issues, politics and war.

AMERICAN MASTERS
Comprehensive film biographies about the broad cast of characters who comprise our cultural history.

GREAT PERFORMANCES
Great Performances presents the best in the performing arts from across America and around the world, with a diverse programming portfolio of classical music, opera, popular song, musical theater, dance, drama, and performance documentaries.

FINDING YOUR ROOTS
For more than a decade, renowned Harvard scholar Dr. Henry Louis Gates, Jr. has helped to expand America’s sense of itself, stimulating a national conversation about identity with humor, wisdom, and compassion. Professor Gates has explored the ancestry of dozens of influential people from diverse backgrounds, taking millions of viewers deep into the past to reveal the connections that bind us all.

NOVA
NOVA brings you stories from the frontlines of science and engineering, answering the big questions of today and tomorrow, from how our ancestors lived, to whether parallel universes exist, to how technology will transform our lives.

AMERICAN EXPERIENCE
TV’s most-watched history series brings to life the compelling stories from our past that inform our understanding of the world today.

PBS NEWSHOUR
Millions of Americans turn to PBS for the solid, reliable reporting that has made PBS NewsHour one of the most trusted news programs in television.

WASHINGTON WEEK
The longest-running primetime news and public affairs program on television featuring a group of journalists participating in a roundtable discussion of major news events.

INDEPENDENT LENS
America’s home for independent documentary film, each telling timely and fascinating stories that raise critically important questions that reflect the times in which we’re living.
MORE LOCAL PROGRAMS

The documentaries and specials below are just a select few from the dozens of original programs created by Vegas PBS:

- **The Showgirl: A Las Vegas Icon**: Featuring former showgirls and Las Vegas Strip headliners, this show reveals their glamorous history.
- **#VegasStrong: Connecting During COVID-19**: The third anniversary of the mass shooting at the Route 91Harvest country music festival in Las Vegas.
- **Power of Love**: Larry Ruvo seeks to honor his father and establishes the Lou Ruvo Center for Brain Health.
- **Remembering Vietnam - Las Vegas Veterans**: Explores the experiences of several Las Vegas veterans during the Vietnam War era.
- **African Americans: The Las Vegas Experience**: The events that defined the African American experience in Las Vegas throughout the Civil Rights era.
- **The Test**: Examines the history and consequences of atomic testing in Nevada.
- **Restoration Neon**: Follow the restoration projects underway at the Neon Museum.
- **MAKERS: Women In Nevada History**: Learn about the extraordinary women who have shaped Las Vegas into the world-famous and unique destination it is today.

NEVADA WEEK

A smart and state-focused public affairs program, Nevada Week provides insight into the most current and critical issues facing Nevada. The weekly half-hour show covers a wide range of important issues such as health care, politics, arts and culture, education, economic development, social services and more.

OUTDOOR NEVADA

Outdoor Nevada follows host John Burke as he crisscrosses the state on the ultimate road trip. The series showcases Nevada’s ideal climate and one-of-a-kind adventures that provide endless inspiration for exciting outdoor recreational activities.

VEGAS PBS STEAM CAMP

A series for children ages 6-8 designed to bring the fun and discovery associated with camp directly into viewers’ homes. The program utilizes community experts, interactive at-home STEAM challenges, and literacy extensions to support inquiry-based learning and conceptual understanding.

SUPPORTING LOCAL STUDENTS in programs such as:

- Varsity Quiz from Vegas PBS
- Nevada Science Bowl Quiz
- Clark County Spelling Bee Finals
- VEGAS PBS KIDS Writers Contest, Presented by Janice Allen
- Student Spotlight
- African American History Challenge

VEGAS PBS ORIGINALS
PBS Viewers are twice as likely to buy from a PBS Sponsor

**PBS.**

- Broadcast: 56%
- Cable: 29%

Source: KANTAR Media/GCPTV Viewer Attributes & Behaviors Study, April 27–May 16, 2020

The PBS “Halo Effect”: Viewers believe PBS sponsors have a greater commitment to quality and excellence

**PBS.**

- Broadcast: 63%
- Cable: 36%

Source: KANTAR Media/GCPTV Viewer Attributes & Behaviors Study, April 27–May 16, 2020. n=5,455

PBS ranked most trusted news and public affairs network.*

*Marketing & Research Resources, Inc. (M&RR) fielded 23 questions via an online survey during the window of January 4-13, 2021. The survey was conducted among a sample of 1,035 adults ages 18+, 502 men, 532 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.
VIEWER PROFILE

Our Viewers are Influential, Cultural and Community Minded:

49% more likely to be a member of any group that tries to influence public policy or government

190% more likely to be a member of a civic club

121% more likely to attend art galleries/shows

55% more likely to visit museums

57% more likely to attend live theater

Source: *2020 PBS MRI Notebook, Las Vegas DMA. News & Public Affairs Viewership

COVERAGE

Vegas PBS broadcast coverage area extends beyond Clark County to other areas of Southern Nevada, including Nye, Lincoln, White Pine, Mojave and parts of San Bernardino counties.

Photo: Great Performances: An American in Paris
The Musical

Vegas PBS Channel 10 averages OVER 2.47 MILLION monthly viewers.

Source: Nielsen/Trac Media (July 2020–June 2021); Mon–Sun 12am–12am, Average monthly total viewers Person 2+ without regard for duplication.
The premier channel for how-to programming, including cooking, crafts and travel, averaging **OVER 940,000** monthly viewers.

Source: Nielsen/Trac Media (July 2020–June 2021); Mon–Sun 12am–12am, Average monthly total viewers Person 2+ without regard for duplication.

**DELIVERING LARGER AUDIENCES THAN ...**

Source: Las Vegas DMA Nielsen, Mon-Sun Prime Time, June 2021
Parents say PBS KIDS helps prepare children for success in school.

86% PBS KIDS

Which network best prepares children for success in school?

- 78% Disney Junior
- 76% Disney Channel
- 72% Nick Jr.
- 72% Universal Kids
- 66% Nickelodeon
- 59% Cartoon Network

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VEGAS PBS KIDS provides 24/7 high quality educational content and averages **OVER 2.8 MILLION** monthly viewers.

**More households tune into VEGAS PBS KIDS than:**

- Nick Jr.
- Discovery Jr.
- Nickelodeon
- Cartoon Network
- Universal Kids

Source: Las Vegas DMA Nielsen, Mon-Sun Prime Time, June 2021

**What are Kids Ages 2-5 Watching?**

Nature Cat, Let’s Go Luna!, Sesame Street, Wild Kratts, Clifford The Big Red Dog, WordGirl, Xavier Riddle, Arthur, Pinkalicious & Peterrific, Odd Squad
EDUCATION BEYOND THE BROADCAST

READY TO LEARN

For the past 20 years, Vegas PBS Ready To Learn has used the power of award-winning PBS KIDS media to help thousands of young children, primarily in high-need communities, learn the basic school readiness skills they need to succeed.

We deliver over 900 workshops across Southern Nevada each year demonstrating how parents, caregivers, and teachers can use PBS KIDS to provide fun learning activities that extend the educational experience beyond the broadcast. RTL distributes over 75,000 new books annually to support our initiatives and build at-home libraries.

SPECIAL NEEDS RESOURCE LIBRARY

Vegas PBS Special Needs Resource Library is a grant-funded, free-loan educational media library for all Nevadans with special needs and their parents, caregivers, teachers and providers. The library assists a broad range of needs, and offers over 14,000 educational resources including educational books, DVDs, games, and tools addressing: Autism, Behavior Management, Blindness, Deafness, Developmental Delays, Language Delays and more.

ONEPLACE NEVADA

The OnePlaceNV portal, created by Vegas PBS with the support of the Nevada Department of Education, is available to students and educators statewide. OnePlaceNV offers access to lesson-ready, standards aligned curriculum and digital resources. Resources include videos, interactives, audio clips, photos, lesson plans, and more.

WORKFORCE EDUCATION

Vegas PBS’ Workforce Education program offers more than 350 online education courses and nationally accredited certifications to help connect the community with high-wage, high-demand careers. These courses afford students the convenience of learning any time of day. Vegas PBS also offers Lifelong Learning courses, OSHA and compliance certifications and other workforce services including Jobtimize - an online assessment to help connect jobseekers and employers.

Additionally, Vegas PBS offers onsite PRAXIS testing and Nevada Department of Education approved professional development courses for teachers.
Designated Market Area

Ages of People in Las Vegas DMA

Source: Nielsen NSI 2020 Universe Estimates for Las Vegas

Children 2-17

Source: Nielsen NSI 2020 Universe Estimates for Las Vegas
Television Sponsorship

NONCOMMERCIAL BROADCASTING

Our sponsorships deliver benefits that are quite different than commercial media:

• Vegas PBS programs have much less “message clutter” than on other broadcast or cable programming. Only 2:15 of every hour is spent on messaging — compared with up to 20 minutes per hour on commercial TV! It’s one reason why viewers can easily recall our sponsor messages.
• Programs air without commercial interruption, which keeps viewers engaged. Since sponsor messages air only at the beginning and end of programs, viewers are less likely to change channels and more likely to see your message.
• We offer highly targeted marketing opportunities through our unique and diverse programming lineup.
• Sponsorship prices are reasonable, paperwork is minimal and production fees are usually included at no extra cost.
• Your competitors won’t be next to you in a program, since our sponsors always receive category exclusivity — further enhancing the effectiveness of your message.
• Sponsorships build community goodwill, since supporters of Vegas PBS programming are seen as providing an important service to the community. Two out of three respondents would choose to buy from a company that supports PBS. It's another benefit of the “Halo Effect.”

SPONSORSHIP GUIDELINES

Spot Length
The most popular sponsorship announcements on Vegas PBS are 15 seconds in length.

Announcements may do the following:

• Describe a business
• Identify products or services
• Express a corporate philosophy
• Include a corporate logo, business location, website or toll-free number
• Express support of Vegas PBS and its programming

BROADCAST CHANNELS

Vegas PBS 10.1 Broadcast, 10 & 1010 HD Cox Cable, 10 DirecTV, 10 & 1010 HD Prism, 10 DISH, YouTube TV, and streaming online 24/7

Vegas PBS @create 10.2 Broadcast, 112 Cox Cable, 12 Prism

Vegas PBS KIDS 10.3 Broadcast, 113 Cox Cable, 11 Prism, YouTube TV and streaming online 24/7

CABLE CHANNELS

Vegas PBS Rewind 110 Cox Cable

Vegas PBS Jackpot! 111 Cox Cable

Vegas PBS WORLD 114 Cox Cable, 2183 HD DirecTV
Members of Vegas PBS—19,000+ strong—receive Vegas PBS SOURCE magazine as a benefit of membership. Our monthly program guide is mailed directly to Vegas PBS member households and selected community leaders. Bonus distribution is available at in-person donor and community events.

Advertising in Vegas PBS SOURCE is not subject to FCC guidelines, and may contain a “call to action.” A digital version of Vegas PBS SOURCE is fully accessible at vegaspbs.org.

**AD DIMENSIONS & TECHNICAL REQUIREMENTS**

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**Requirements:**
- Ads are to be submitted as a PDF in CMYK color profile. Convert spot colors to CMYK.
- For full page and back cover ads, the type safety margin is 3/16”.
- Do not include any print marks in your ad submission, such as crop marks, bleed marks and registration marks.

*Dimensions are listed as width x height in inches.
Digital Advertising

VEGAS PBS WEBSITE

vegaspbs.org is the best resource to find the latest PBS programming, station schedules, community events, livestream and more.

Advertising on vegaspbs.org allows our sponsors to provide a direct call to action in an uncluttered environment. It’s an efficient way to drive Vegas PBS’ unique and desirable audience to your website.

On average, Vegas PBS content is viewed or streamed online more than 3 million times each month.

Specifications
300 pixels wide X 250 pixels tall in .JPG format, 72dpi, RGB color space

ENGAGE E-NEWSLETTER

Our Engage E-Newsletter is distributed twice a month to our 19,000+ members. Sponsor tile ads with your company’s logo are placed at the bottom of the e-newsletter.

Specifications
300 pixels wide X 169 pixels tall in .JPG format, 72dpi, RGB color space

SOCIAL MEDIA

Sponsorship opportunities on Vegas PBS social media platforms are available when purchased with additional underwriting support. Posts are only available when the desired message aligns with the Vegas PBS brand and programming.

Facebook
Instagram
Twitter
LinkedIn
YouTube
WATCH ANYTIME, ANYWHERE

Vegas PBS Passport

24/7 livestream of Vegas PBS online at vegaspbs.org. The PBS Video App allows streaming of 4000+ PBS and local shows on-demand on your favorite device. Access an extended library with Vegas PBS Passport.

CONTACT US TODAY

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