Engage
Educate
Entertain
6.1 HD PBS
6.2 KMOS Create
6.3 KMOS Emerge
6.4 PBS Kids

KMOS-TV reaches 20,685.41 square miles.
MISSION

KMOS-TV’s mission is to be an innovative public media organization that strengthens central Missouri by engaging, educating, and entertaining citizens.

VISION

KMOS serves the citizens of central Missouri with high-quality educational content and experiences online, over-the-air, and in our communities. We cultivate UCM students’ professional development and encourage creative exploration through a multi-disciplinary learning lab that supports the classroom environment.
KMOS REACHES

98,232
INDIVIDUAL VIEWERS FROM 5 AM-5AM

65,000
HOUSEHOLD PER WEEK (1.51 PEOPLE PER HOUSEHOLD)

93%
OF NON-INTERNET HOMES

82%
OF RURAL HOMES


Live Stream KMOS-TV on YouTube TV

PBS AFFLUENTS
RANK #1 IN:

☑ HAVING A POST GRADUATE DEGREE
☑ SPENDING ON CRUISES
☑ HOME REMODELING
☑ TV, PHONE, & INTERNET
☑ OWNING MUTUAL FUNDS
☑ USING A FINANCIAL PLANNER
☑ PLAN TO TAKE A DOMESTIC TRIP/VACATION

Source: 2019 Ipsos Affluent Survey, USA. Adults 18+ with $125K+ HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CNN, CBS, CNBC, MSNBC, NBC, FOX, FOX News Channel
RATES

Tier 1
$150

Tier 2
$125

Tier 3
$100

Tier 4
$75

All rates are net to station.
DIGITAL OPPORTUNITIES

PBS AFFLUENT VIEWERS RANK #1 IN TV, PHONE, & INTERNET

With their excess of wealth, they spend more general Affluents across various categories.

Source: 2019 Ipsos Affluent Survey, USA. Adults 18+ with $125K+ HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CNN, CBS, CNBC, MSNBC, NBC, FOX, FOX News Channel

REACH NEW MARKETS & PROMOTE YOUR BUSINESS ON KMOS.ORG

KMOS.ORG
Average age of user: 55+
Average user: Male (51.6%)
Pageviews: 170,410
Unique pageviews: 84,682
Average time on page: 01:15

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SPONSORSHIP

By sponsoring KMOS, you will be making a very visible contribution to our community. Our audience tends to be more educated, affluent & involved in the community. They believe that organizations that support public broadcasting have a commitment to quality and excellence. By sponsoring, you will build brand trust and loyalty and drive a message of quality to this targeted audience.

KMOS-TV is a service of the University of Central Missouri.

Founded in 1871 in Warrensburg, Missouri more than 140 years later, UCM has grown to serve more than 14,000 students.
CONTACT

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