

# Why Sponsor Ozarks Public Television?

## OPINION LEADERS SAY:\*

- ◆ As a network viewed in the previous 7 days, PBS ranked second overall.
- ◆ 4 out of the top 10 most “credible” television sources that reach most opinion leaders were PBS programs.
- ◆ PBS NewsHour was #1 among all series with a 66.8 rating.
- ◆ 5 of the top 10 most “objective” television sources that reach most opinion leaders were PBS programs.
- ◆ PBS NewsHour was on top in most “objective” programs with a 69.4 rating.

## AMERICANS SAY:\*\*

- ◆ PBS and stations rank #1 in public trust among Americans for 15 years running
- ◆ PBS provides high value for tax dollars
- ◆ Money given to PBS stations is money well spent
- ◆ In 2017, PBS & producing partners won 14 News & Documentary Emmy Awards, more than any other organization
- ◆ PBS stations provide excellent value to communities

## PARENTS SAY:\*\*

- ◆ Parents rate PBS KIDS the most educational media brand
- ◆ PBS helps prepare children for success in school



## AFFLUENT AUDIENCE<sup>+</sup>

- ◆ Among PBS Affluent Viewers, the median household income is \$178K
- ◆ 44% have a post graduate degree
- ◆ Rank #1 in personal travel, food & leisure, home & garden, & use of financial services over the past 12 months.



## A SMART INVESTMENT

OPT underwriters speak to the amazing value of supporting public broadcasting.

**“For me, the return on investment, the consistency and quality of service we receive, the quality of the products that are distributed, and the product of being associated with public media makes it an unparalleled value and the reason we spend our money there.”**  
-Geoff Steele, Executive Director, The Gillioz Theatre

\*Erdos & Morgan Opinion Leaders 2017 / A National Study of Contemporary Issue Involvement & Media Influence syndicated survey

\*\* Marketing & Research Resources, Inc. (M&RR), January 2018

+ 2017 Ipsos Affluent Survey, USA. Adults 18+ with \$125K+ HHI, N=22,449. PBS ranks #1 in these statements vs. CBS, NBC, ABC, FOX, USA, TNT, History, FOX News Channel

# OPT Rates & Coverage Map

## Children's Programming

**\$35 per spot**

Monday-Friday, 6:30 am – 12:30 pm & 1:30 – 5:30 pm  
Sunday, 6 - 10:30 am

**Special pricing for 24/7 PBS KIDS channel**  
**\$3,250 Annual "Future Investors Package"**

## Prime Time

**\$70 per spot (program specific)**

Sunday - Saturday, 7 - 10 pm

## News

**\$65 per spot**

Monday - Friday, 5:30 - 7 pm

**Special News Package combines OPT and KSMU**

## "How To" Shows

**\$60 per spot (program specific)**

**\$50 per spot (rotation)**

Saturday 7 am - 4 pm

**Special pricing for OPT Create channel**

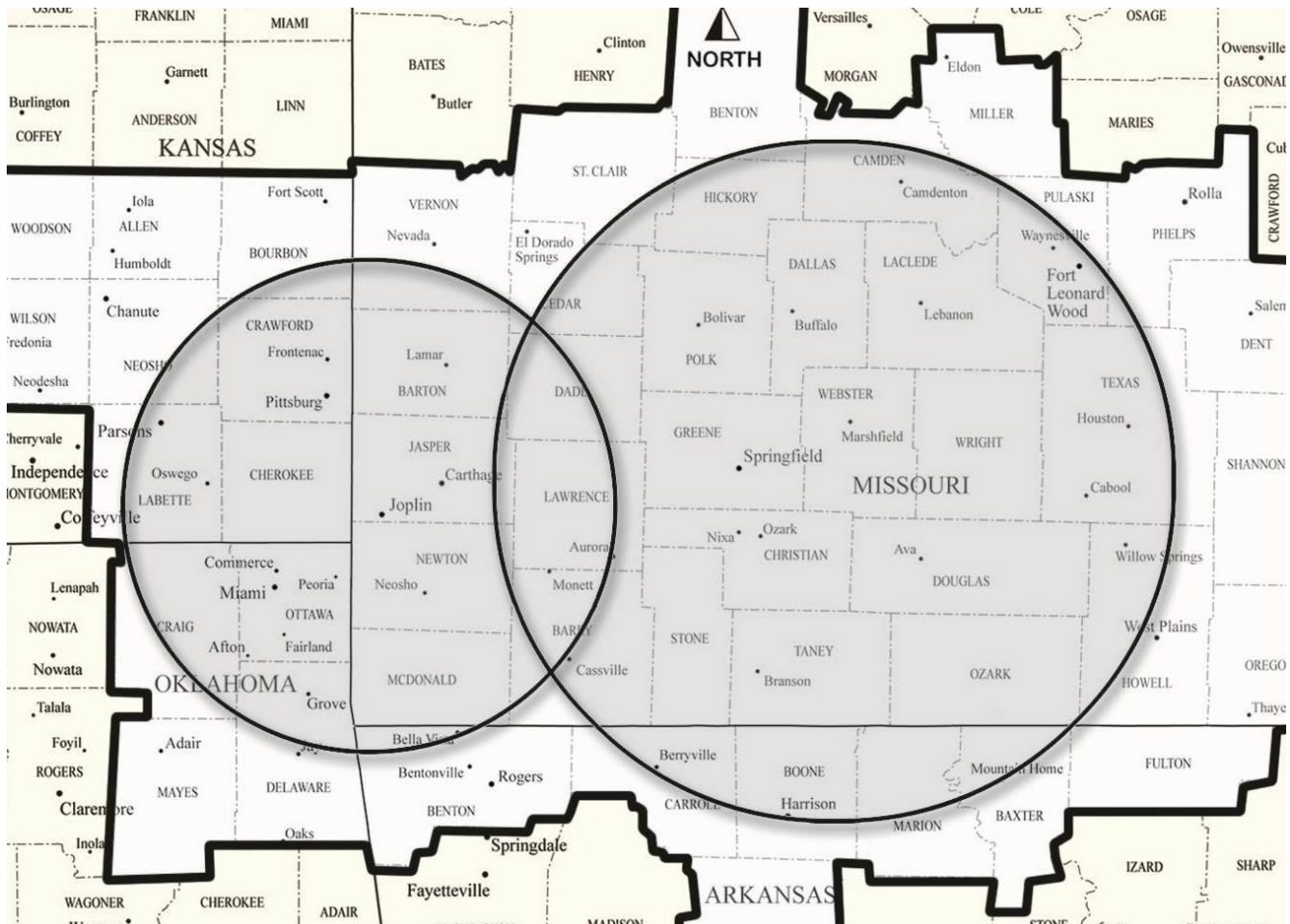
## Annual Plan

**\$35 per spot**

The most cost effective way to reach OPT viewers. Spots are "run of schedule." In order to qualify for this rate, a commitment of \$3,640 for 104 announcements is required.

## Longterm Discount

With a 3 year committment, receive a 5% discount and a guarantee of no rate increase.





## Sponsorship Opportunities

**OPT Create** is the TV channel for cooking, arts & crafts, gardening, home improvement and travel. More often called “do-it-yourself,” the program genres seen on **OPT Create** include viewers’ favorite public television series and specials on cooking, travel, arts and crafts, gardening, home improvement and other lifestyle interests. The programs seen on **OPT Create** come from American Public Television, The National Educational Telecommunications Association (NETA) and Public Broadcasting Service (PBS).

Create TV was launched to serve viewers’ increasing interest in “do-it-yourself” programs. It was designed for round-the-clock broadcast of the most popular lifestyle and how-to programming seen on public television - where lifestyle programming got its start.

**OPT Create** offers lifestyle programming and sponsorship opportunities in 5 categories:

- Home Improvement
- Cooking
- Travel
- Arts & Crafts
- Gardening

Your annual contract on **OPT Create** includes messages airing 7 days a week, with 8 spots throughout each day.

- 2,920 30-second messages = \$3,000
- That’s just \$1.03 per spot!
- Monthly invoicing = \$250
- Production included at no extra charge

Additional benefits include online recognition at [optv.org](http://optv.org) as well as recognition in the monthly OPT Program Guide.

Find  
**OPT Create**  
over-the-air on  
**KOZK channel 21.3**  
**KOZJ channel 26.3**  
& **Mediacom**  
**Cable**





# OPT KIDS

## Sponsorship Opportunities

Ozarks Public Television strives to reach *all* children with high-quality educational content through over-the-air programming and engaging community events. With a variety of viewing options, **OPT KIDS** is making safe and trusted PBS KIDS content more accessible than ever before. We air 10 hours of children's programming each weekday on our main channel, broadcast 24 hours a day via digital channels and offer a live stream. This flexibility makes it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high. We also aim to connect and engage with families through our Kids Club, monthly eblasts and outreach events including *Seuss Science Day*, *Explore the Outdoors* and the *Kids Writers Contest*.

### Why Sponsor OPT KIDS?

As the media brand ranked by parents as the most trusted and relied upon for school readiness, offering content across multiple digital platforms is an important way to serve all of America's families. Research confirms that **PBS KIDS** educational programming helps children build critical skills that enable them to find success in school and life. Because of these services, **OPT** is viewed as a treasured community resource and a provider of high quality, educational content.

**Connect with the OPT KIDS audience and reinforce your support and commitment to education in our community!**



Find  
**OPT KIDS**  
24/7 channel  
over-the-air on  
**KOZK channel 21.2**  
**KOZJ channel 26.2**  
& Mediacom  
Cable



### PBS CONTENT IS...

**TRUSTED** **#1** in trust among nationally known institutions, including commercial TV networks<sup>1</sup>

**UNBIASED** **42%** of all viewers agree<sup>2</sup>

**CREDIBLE & OBJECTIVE** 5 of the top 10 most "credible" & 4 of the top 10 most "objective" television sources watched by opinion leaders were PBS programs<sup>3</sup>

1 Caravan ORC International, January 2016  
2 Commercialism Research, City Square Associates, January-February 2016  
3 Erdos & Morgan Opinion LeNielsen, October 2015 Aders Study, 2015

### Sponsorship Opportunities include:

- Future Investors Package
- OPT PBS KIDS 24/7 Service
- Seuss Science Day
- Explore the Outdoors
- OPT KIDS Writers Contest

Additional benefits include online recognition at [optv.org](http://optv.org) as well as recognition in the monthly OPT Program Guide. Production of 20-second underwriting message is included with all on-air packages.



## OPT KIDS SPONSOR OPTIONS

### Future Investors Package

*On-Air Messaging on OPT's Main Channel*

One 20 second underwriting message every week in your choice of programming.  
*52 announcements x \$70 = \$3,640*

Three 10 second announcements every week in PBS KIDS programming (6:30 am - 12:30 pm and 1:30 - 5:30 pm) identifying your business as a **Future Investor**.  
*156 announcements x \$15 = \$2,340*

**On-air Value: \$5,980**  
**Your Investment: \$3,250**  
*That's a 46% savings!*

### OPT PBS KIDS 24/7

Receive 3,000, 20 second underwriting messages on OPT PBS KIDS 24/7 channel for \$2988.\*

*\*One-year contract required. Package subject to change after one year based on inventory.*

**Additional rate options available.**

### Seuss Science Day

Annual event at the Discovery Center featuring *The Cat in the Hat*. Packages include on-air exposure and engagement opportunities.

**Sponsorships range from \$2,500 to \$10,000.**

### Explore the Outdoors

A series of special programs and outdoor events to celebrate the arrival of spring and encourage kids and families to get outside!

**\$2,000 and \$5,000 packages include on-air and event elements.**

### Kids Writers Contest

Each year, OPT welcomes original story entries from kids in kindergarten through third grade. Local winners are honored at a banquet complete with pizza and prizes. Winners stories are featured online and recognized on-air.

**Sponsorships start at \$1,500.**

**PBS stations provide the only free national 24/7 children's TV channel and live stream, available to more than**

**90% OF U.S. TV HOUSEHOLDS**

