

# Partner with Basin PBS

## Support, Engage, Inspire



Promote Your Brand

basin  PBS

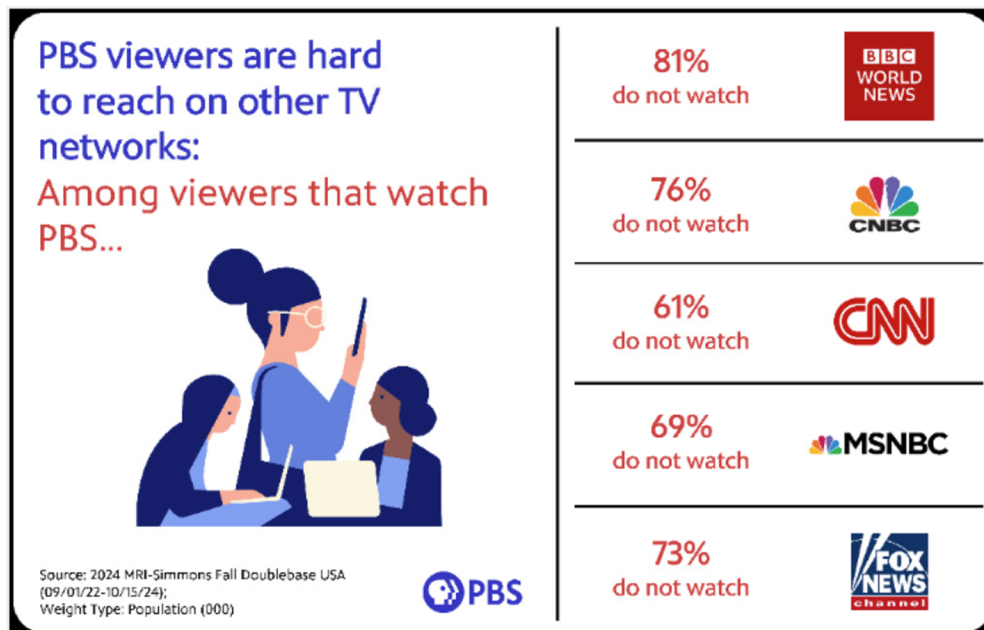
# Why Sponsoring PBS Works for Your Brand



## What Makes PBS Sponsorship So Effective

PBS sponsorship provides brands with a trustworthy, high-impact advertising platform.

- **Highest Public Trust** – #1 in trust for 21+ years
- **Halo Effect** – 70% of PBS viewers feel good about brands that sponsor PBS
- **Focused Attention** – 42% of viewers notice sponsor messages — 4x more than cable
- **Purchase Preference** – 58% of viewers prefer buying from PBS sponsors
- **Clutter-Free Environment** – Only 3 minutes of sponsor messages per hour
- **Community Impact** – Your sponsorship supports West Texas education and access
- **Brand Safety** – Ads appear alongside high-quality, trusted content

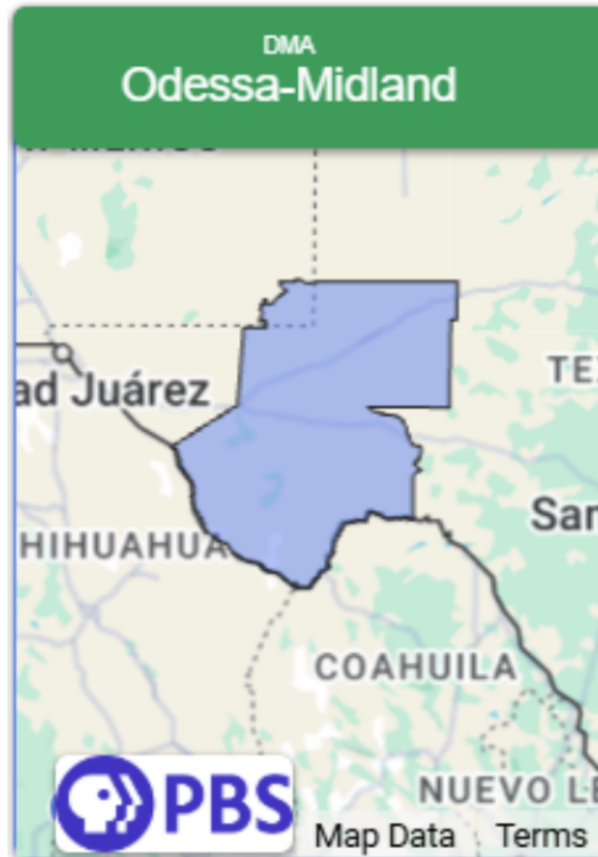


Where your brand becomes part of the PBS story.

# Basin PBS Coverage & Reach

Connecting 474,000 Residents Across 16 West Texas Counties

Basin PBS connects with over **474,000** residents across 16 West Texas counties, providing engaging, educational programming for families and communities.



## Coverage Map

Basin PBS provides comprehensive coverage across West Texas, reaching families in the following counties.

- **Counties Covered:** Midland, Ector, Andrews, Martin, Howard, Glasscock, Upton, Crane, Ward, Winkler, Loving, Reeves, Pecos, Terrell, Crockett, Reagan, Jeff Davis, Brewster, Lea.

## Why Partner with Basin PBS?

- **Regional Reach:** Serving urban and rural areas across West Texas.
- **Educational Focus:** Trusted by families for enriching content.
- **Loyal Viewership:** Highly engaged audience with minimal ad interruptions.

## Get Involved

Partner with Basin PBS to share your message and make an impact.



# Midland/Odessa - Station Audience Profile



KPBT

## Average Weekly Broadcast Audience Reach<sup>(1)</sup>

Avg. Weekly # of Households	Market Share
<b>50,000-70,000</b>	<b>11.94%</b>
Avg. Weekly Gross Impressions	Accumulative
<b>144,126</b>	<b>474,000</b>

## Average Weekly Audience Characteristics TV<sup>(1)</sup>

Characteristic	Category	Reach
Age	2-11	5,072
	35-64	24,861
	65+	18,230
Education		n/a
HHLID Income	\$75K+	29,252
HHLID Income	\$100K+	23,102
HHLID Income	200k+	6,136

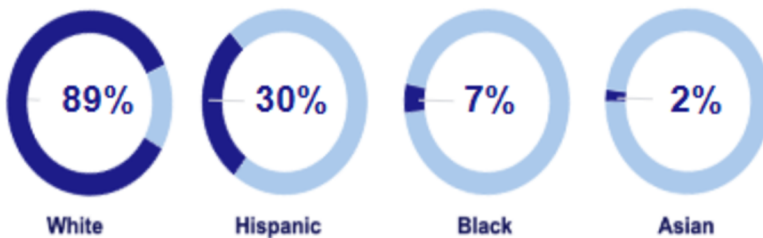
## Streaming Audience 2024<sup>(2)</sup>

Total Streams General Content	Total Streams Kids Content
<b>135.7k</b>	<b>5.7 million</b>

## Social Media Reach @basinpbs

Meta	7.1 k
IG	2.2k
X	2.4K

## Audience by Ethnicity<sup>(1)</sup>



## E-Newsletter Subscribers

**3500k**

## Where to find basin PBS

AT&T U-VERSE: SD-36, HD-1036 SUDDENLINK: SD-13, HD-113  
 SPARKLIGHT: SD-13, HD-1013 DIRECT TV: HD-36  
 DISH NETWORK: SD:36, HD-5264 GRANDE: SD-13, HD-813  
 PBS KIDS 24/7: 36.2, SUDDENLINK: 145



Source:

(1) TRAC: Publications Site – Locale – Station – Ranker Table / Distribution Table – Audience Distribution by Station – Households M-Su/3a-3a (Jan-Nov 2024)

(2) Domo General Audience Local Trend Reports – Streams Over Time (Jan-December 2024)



Erica Thomas • Director of Development  
 ethomas@basinpbs.org • (C) 432-978-9076 • (O) 432-563-5728



# Promote Your Business on Basin PBS

Reach a loyal, influential, and engaged audience across 19 West Texas counties.

With only **3 minutes of sponsor messages** per hour, your business stands out. We reach 50k-70k viewers each week with content that's trusted, educational, and community-focused.

 58% of PBS viewers prefer to buy from PBS sponsors.

(Source: KANTAR | SGPTV U.S. Video Audience Insights 2023)

## On-Air Sponsorship Rates

### Basin PBS Main Channel

Program	Days	Time Period	:15 Rate	:30 Rate
PBS Kids	M-F	6a-2p	\$20	\$30
Newshour	M-F	5p-7p	\$35	\$50
Prime Time ROS	M-F	7p-10p	\$50	\$100
Adult Programming ROS	M-Sun	2p-10p	\$25	\$40
Lifestyle Weekends	S-Sun	10:30a-7p	\$15	\$25
PBS Kids Weekends	S-Sun	Various	\$15	\$25
Prime Time Weekends	S-Sun	7p-10p	\$50	\$75
Late Night (Austin City Limits)	Sat	10p-11p	\$25	\$50
Overnight Programming	M-Sun	12a-6a	\$2	\$3

- Note: Please contact our office for specific programming rates and opportunities to sponsor any of our programming. 432-563-5728
- **ROS** means your ad appears at optimal times across PBS programming, ensuring broad exposure without time slot selection.

# Sponsor Basin PBS KIDS 24/7 livestream



- **Massive Reach:** Over **600,000 average monthly** streams of trusted children’s programming.
- **Growing Streaming Market:** Families are spending **2.5 hours/day** on digital media across devices.
- **Top Choice for Families:** PBS Kids reaches 95% of U.S. households with children ages 2-8. Sponsoring PBS Kids positions **your brand as a supporter of education and family values.**

## Basin PBS Kids 24/7 Streaming Rates

Time Slot	15 Sec	30 sec	60 sec
Morning (8 AM – 3:30 PM)	\$2.00	\$4.00	\$6.00
Evening (4 PM – 11:30 PM)	\$1.50	\$3.00	\$4.50
Overnight (12 AM – 7:30 AM)	\$1.00	\$2.00	\$3.00

### Minimum Buy-In:

All sponsorships require a minimum monthly investment of \$250.

### Special Offer

Free Ad Production: Commit to a 3-month contract and receive complimentary production of your ad (15, 30, or 60 seconds).

### Performance Tracking:

Monthly Detailed reports on impressions to ensure you see the impact of your sponsorship are available.

*Let us help you connect with West Texas families through PBS Kids 24/7 Streaming!*

\*Note: Rates are subject to change, Contract price is guaranteed for length of contract,

# Access Engaged Audiences through PBS APP

## What is Local on National (LON)?

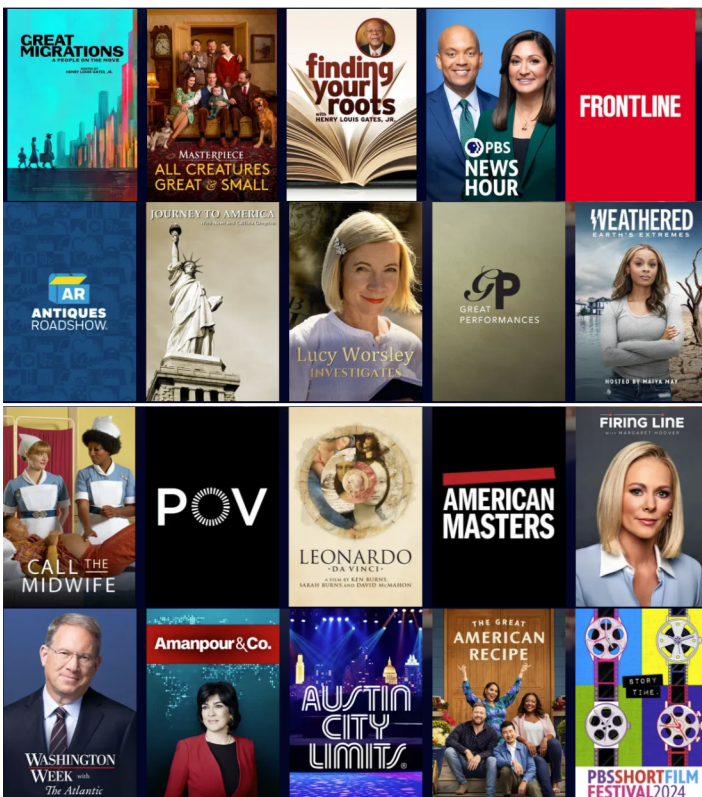
LON (Local on National) ensures that **your business's sponsorship message appears before nationally distributed PBS content** when streamed in the **Midland/Odessa market** on the **PBS App** or **PBS.org**.

This means that even when viewers are watching popular PBS shows like **Masterpiece**, **NOVA**, or **Frontline**, they'll see a **local sponsor's ad** —giving your brand premium exposure on a **trusted, ad-light platform**.



## Why LON Sponsorship is a Smart Investment

- ✓ **Premium Placement** – Your ad runs before nationally recognized PBS shows.
- ✓ **Targeted Local Exposure** – Ads appear only to viewers in the **Basin PBS region**, ensuring your message reaches the right audience.
- ✓ **High Viewer Trust** – PBS is consistently ranked as **one of the most trusted media brands in the U.S.**
- ✓ **Uncluttered, High-Engagement Environment** – Unlike traditional ad-heavy platforms, PBS offers a **limited-ad format**, making your message more impactful.
- ✓ **Multi-Device Reach** – The PBS App is available on **smart TVs, tablets, phones, and desktops**, expanding your brand's visibility.



## SPONSORSHIP DETAILS

### Investment: \$250 per Month

- **Monthly Impressions:** On average, about **5k per month** (will vary).
- **Placement:** A **15-second** ad shown before PBS programs begin on the PBS App.
- **Frequency:** You'll receive a **25% share of voice** meaning you will receive 25% of the total available sponsorship time
- **Run of Schedule:** Ads appear across a variety of PBS shows, maximizing diverse audience exposure.

*Partner with Basin PBS and make your brand part of trusted, high-quality PBS programming.*



# FCC GUIDELINES & SPECS



## On-air underwriting announcements may :

- Describe your organization (including its mission)
- Identify facilities, services, products, or events
- Inform the public of events you sponsor
- Include a corporate slogan, provided it is not overtly promotional and has been in use for over a year
- Provide the organization's website, phone number, and street address
- Indicate how long you have been in operation
- Include the name of a nonprofit organization your business supports



## On-air underwriting announcements may NOT:

- Use qualitative language (e.g., "award-winning," "leading")
- Use comparative language (e.g., "better," "best," "oldest")
- Include a call to action (e.g., "visit our store," "buy now")
- Offer an inducement to buy, sell, rent, or lease
- Reference specific prices, discounts, or "specials"
- Offer endorsements or testimonials (e.g., "recommended by 4 out of 5 doctors," product reviews by third parties)
- Depict or feature customers' apparent satisfaction or approval of the funder's products or services

## PBS TECH SPECS

### BROADCAST SPOTS (0:30)

PARAMETER	REQUIREMENT
Video File Type	.mov or MPEG-4
Resolution/Profile	1920x1080
Codec	H.264
Frame Rate	HDV60i (29.97 fps)
Frame Mode	Interlaced (Upper Field First)
Bitrate	> 20 Mbps
Audio Output	Stereo
Audio Format	MPEG-1 Layer 2 or 16-bit Little Endian
Sample Rate	48 kHz
Audio Levels	≤ -20 dBFS (0 VU, +4 dBu)

### VIDEO PRE-ROLL (0:15)

PARAMETER	REQUIREMENT
Video File Type	.mp4 or .mov
Aspect Ratio	16:9
Codec	H.264
Bitrate	≥ 10 Mbps
Max File Size	200 MB
Audio Output	Stereo
Audio Resolution	48 kHz or 44.1 kHz
Audio Codec	AAC
Audio Bitrate	128 kbps
Sound Policy	-22 LKFS to -26 LKFS

### DIGITAL ADS

PARAMETER	REQUIREMENT
Tile Size	350x250
File Type	High-Resolution File

# How to Get Started with Basin PBS Sponsorship

## A Simple Process to Amplify Your Brand

Partnering with **Basin PBS** is a seamless way to **elevate your brand** while supporting trusted, high-quality public media. Follow these **four simple steps** to secure your sponsorship spot.

### Step 1: Choose Your Sponsorship Opportunity

#### ✓ **PBS App (Local on National – LON)**

- 15-second **pre-roll** ad before PBS content (PBS App, PBS.org)
- Multi-device reach: **Smart TVs, tablets, mobile, desktops**
- Consistent **25% Share of Voice**

#### ✓ **PBS Kids 24/7 Streaming**

- Reach **families & parents** through trusted, educational content
- **Brand-safe environment** with limited interruptions
- **497k average monthly streams** (local)

#### ✓ **On-Air Broadcasting**

- Sponsor **PBS TV programming** on Basin PBS
- **Prime-time visibility** with local & national PBS shows
- Clutter-free environment = **higher audience retention**

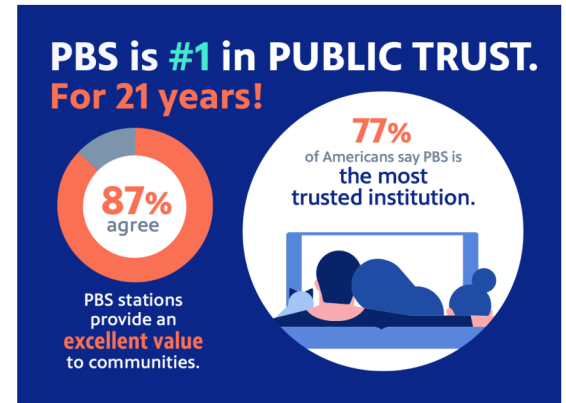
### Step 2: Contact Our Team

✉ Email: [ethomas@basinpbs.org](mailto:ethomas@basinpbs.org)

☎ Call: (C) 432-978-9076 | (O) 432-563-5728

🌐 Website: [www.basinpbs.org](http://www.basinpbs.org)

Let's discuss **custom sponsorship options** to meet your goals!



### Step 3: Submit Your Ad (or Let Us Help You Create One!)

- ✓ Already have an ad? Submit your 15-second (PBS App/Kids) or 30-second (On-Air) spot.
- ✓ Need help? Commit to a 3-month sponsorship and receive complimentary ad production!

### Step 4: Watch Your Brand Grow!

Your sponsorship puts your brand in front of thousands of engaged PBS viewers.

- ✓ Be seen alongside trusted PBS content.
- ✓ Reach families, educators, & decision-makers across West Texas.
- ✓ Strengthen your community presence while supporting public broadcasting.

*Let us help you connect with West Texas families!*