

IOWA  PBS

Media Kit 2022



What We Do

Iowa PBS is dedicated to telling stories that entertain, inspire and change lives. By creating and distributing award-winning content, Iowa PBS highlights to the world what makes Iowa unique. As a nonprofit educational organization, Iowa PBS also prepares children for success in school and creates lifelong learning opportunities for all.

Create

One of the most prolific public media stations in the country, Iowa PBS devotes more than 1,000 broadcast hours each year to locally produced programs. Known nationally for our long-running agri-business program **Market to Market**, we also cover and produce a wide variety of programs that highlight Iowa's people and places, high school athletes and musicians, and historical figures and events. Over the years we've covered the Iowa State Fair, high school sports championships and the annual All-State Music performance. We've also produced documentaries about Iowa's military veterans, George Washington Carver, Carrie Chapman Catt and more.

Educate

Iowa PBS offers high-quality content for parents, caregivers, teachers and students to help improve learning outcomes for Iowans of all ages. Resources like PBS KIDS help enrich free time, while PBS Parents offers digital literacy practices to help guide children's use of all media and PBS LearningMedia provides digital content and solutions that inspire students and transform learning. We blend education with entertainment and encourage families to do activities together after turning the TV off. And, most importantly, Iowa PBS provides a viewing safe haven free of commercials that parents can trust.

Engage

Through all of our work, we bring people together to create meaningful conversations and help build a stronger, more educated and informed community. Each year Iowa PBS hosts a variety of events from discussion forums to screenings of upcoming local and national programs where community members can reflect, share insights and be part of the conversation. We also create content on issues important to our state and partner with other non-profits to engage the community about specific topics. Caring for aging parents, cancer, the national parks and women's suffrage are just a few of the topics we've focused on over the years.



Iowa Press

Veteran political journalist David Yepsen explores the issues affecting the lives of Iowans with newsmakers, policy makers and elected officials joining capitol reporters in a weekly discussion.



Market to Market

For more than four decades, **Market to Market** has covered the issues affecting the nearly \$800 billion business of agriculture. Whether it's global trade conflicts, environmental controversies, changing technologies or emerging enterprises, our reporters explain the issues faced by the nearly 60 million people who live and work in Rural America.



Iowa Ingredient

Explore the farms, restaurants, and ingredients that make Iowa food uniquely Iowan. Discover where these delectable ingredients are grown in Iowa, learn more about some talented chefs who use local ingredients, and join Charity Nebbe in the kitchen to savor some delicious recipes.



Iowa Outdoors

Join hosts Scott Siepker and Kellie Kramer as they travel around Iowa learning about outdoor recreation, environmental issues, conservation initiatives and Iowa's natural resources.



Iowa PBS Sports

Iowa PBS showcases the **IGHSAU Girls State Championships**. Fans across Iowa and beyond continue to have access to unparalleled coverage of the championships, cheering on their favorite Iowa girls from anywhere.



Iowa State Fair Coverage

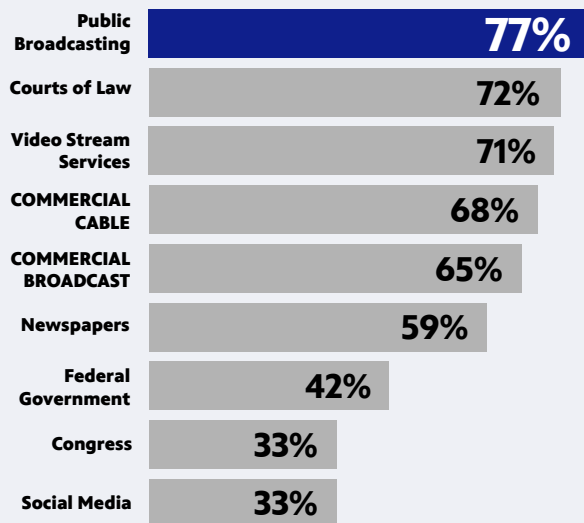
Iowa PBS offers Iowa State Fair highlights as part of a 50 year tradition. Our in-depth coverage of the Fair features contest results, unique stories, food, animals, music and more.



For sponsorship opportunities contact: **Shellee Bailey** | shellee@iowapbs.org | c: 515.971.5630 | o: 515.725.9808
Nile Hartline | nile.hartline@iowapbs.org | c: 515.988.3444 | o: 515.725.9809
Blair Ryan | blair.ryan@iowapbs.org | c: 515.314.1060 | o: 515.725.9814

PBS is a Brand-Safe, Trusted Environment for Sponsors

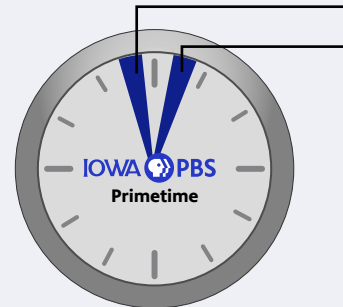
How much do you trust each organization?



Source: Marketing & Research Resources, Inc. (M&RR) January 2020
Graph indicates percentage of respondents who answered "a great deal" and "somewhat" on a four-point scale

Only PBS Delivers Break-Free Uninterrupted Content

PBS's uninterrupted content has far fewer commercials, and is a better experience for sponsors and viewers

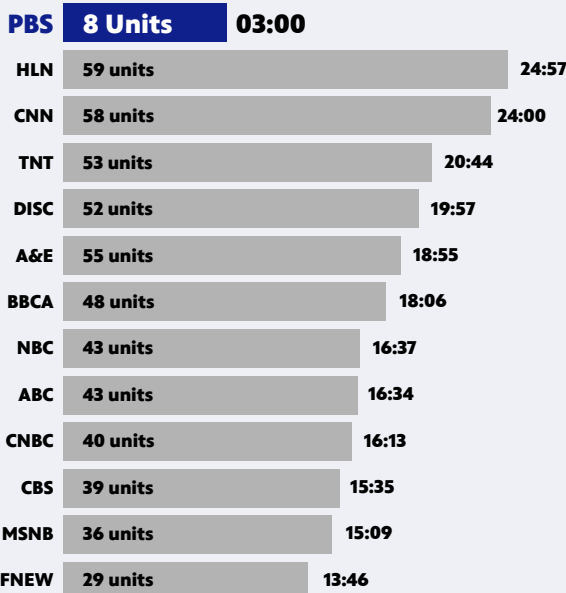


TWO :60 Premium Sponsor Pods
:30s or :15s

- Limited to a maximum of 4 sponsors
- Airing at open and close of national primetime programming
- Embedded into program content
- Exclusive and uncluttered

PBS Has No Commercial Clutter

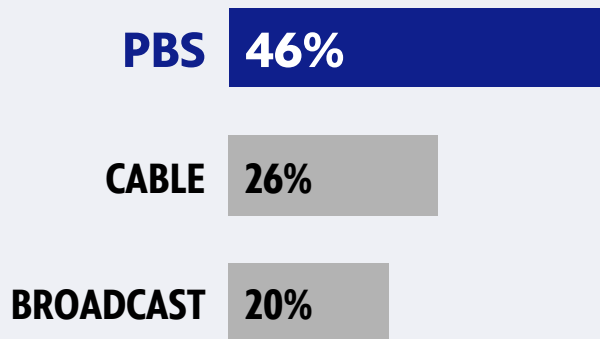
PBS has fewer spots than any other network



Source: Kantar Media, Mon-Sun 8p-11p Sept 2019 Figures reflect average national commercial minutes & spots per primetime hour. Includes programs that are at least one hour. Includes network promos

Ad Engagement is Higher on PBS

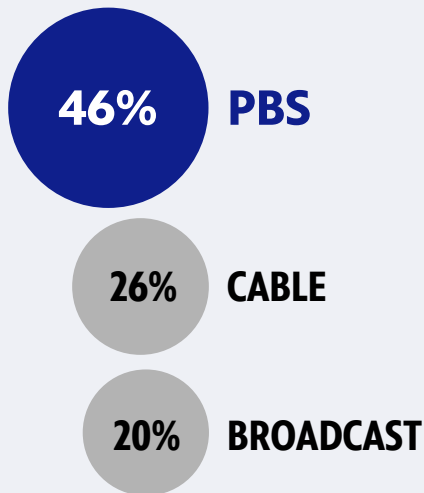
Viewers are more likely to pay attention to sponsor messages on PBS



Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5,105

PBS Sponsorships Improve Brand Perception

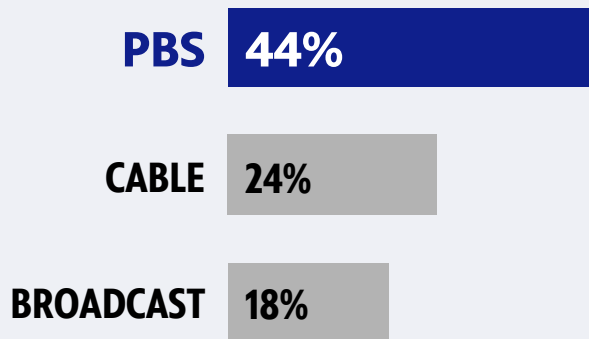
The PBS "Halo Effect": Viewers believe PBS sponsors have a greater commitment to quality and excellence



Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 2018 n=5,105

PBS Viewers Prefer to Buy from PBS Sponsors

PBS sponsorships turn more viewers into buyers



PBS viewers are nearly 2X as likely to prefer to buy a product/service from a PBS sponsor

How to read: 44% of PBS viewers would prefer to buy a product/service from a company because they sponsor PBS, versus viewer support of advertisers on cable (24%) and broadcast (18%)

Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5,105

PBS Delivers a Premium Audience

Reach a valuable audience of affluent, educated, influential consumers

• affluent

Have a portfolio 250k+
Index 278

AMERICAN EXPERIENCE

• influential

1 in 4 opinion leaders who influence science/technology issues watch

NOVA

IOWA PBS

• educated

Have a post-graduate degree
Index 138

MASTERPIECE

• active

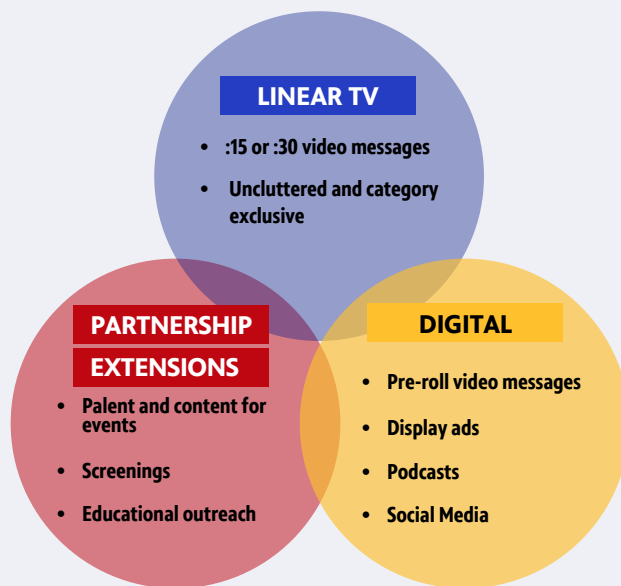
Spent \$8,000+ on last foreign vacation
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ANTIQUES ROADSHOW

Source: MRI GfK Doublebase 2019 | 2018 Erdos & Morgan Opinion Leaders Study

PBS Sponsorships are a Multiplatform Partnership

PBS sponsorships extend reach with linear, digital, events, education outreach and more



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am		How-To, Cooking & Travel					How-To, Cooking & Travel
7am						PBS KIDS	
8am						How-To, Cooking & Travel	PBS KIDS
9am							
10am							
11am							
12pm			PBS KIDS				
1pm							Various Specials
2pm							
3pm							
4pm							
5pm						Arts, Culture & Music	
6pm			News & Public Affairs				
7pm			How-To, Cooking & Travel				
8pm	History	History		Comedy, Drama & Mysteries	News & Public Affairs		Comedy, Drama & Mysteries
9pm		News & Public Affairs	Science & Nature		Arts, Culture & Music	Comedy, Drama & Mysteries	Comedy, Drama & Mysteries
10pm	Comedy, Drama & Mysteries	How-To, Cooking & Travel					

PBS KIDS	News & Public Affairs	How-To, Cooking & Travel	Science & Nature	History	Comedy, Drama & Mysteries	Arts, Culture & Music	Various Specials
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Underwriting Rates

Rates effective 2022

Iowa PBS (.1)

PBS KIDS	\$10 Each or \$12.50 Program specific open/close*
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Dayparts	Monday – Friday 6:30 am – 5:30pm	Saturday 6:30 am – 8am	Sunday 7 am – 10:30am
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News & Public Affairs	\$70 Each or \$105 Program specific open/close*
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Dayparts	Monday – Thursday 5:30 pm – 6:30pm 7pm – 8:30pm	Friday 5:30 pm – 6:30pm	Sunday 10:30 am – 1pm
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How-To, Cooking & Travel	\$70 Each or \$105 Program specific open/close*
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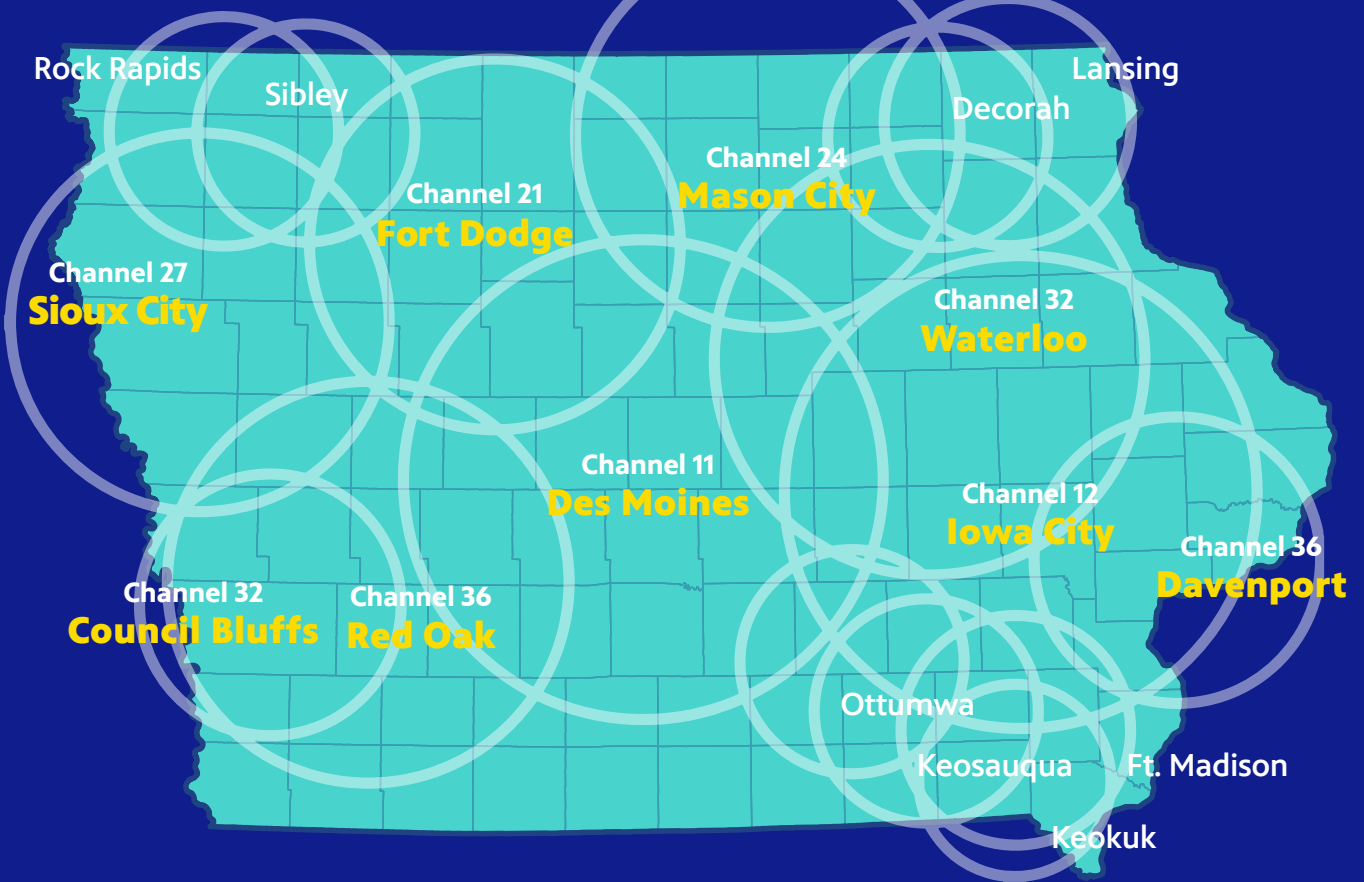
Dayparts	Tuesday – Friday 6:30pm – 7pm	Saturday 8pm – 4pm
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Primetime	\$100 Each or \$150 Program specific open/close*
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Dayparts	Monday – Sunday 6:30pm – 10:30pm
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* Sold in increments of two
\$1,500 minimum contract

YOUR STATEWIDE NETWORK



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