INFORM. ENRICH. INSPIRE. CONNECT.
Be seen. Be heard. Be recognized as a valuable sponsor of KSMU Radio and Ozarks Public Television.

Media Kit

KSMU Radio
Ozarks Public Television

npr
PBS

Click
ksmu.org | optv.org

Listen
Springfield 91.1 | Point Lookout 90.5 | West Plains 90.3 | Mtn. Grove 88.7 | Joplin 98.9 | Neosho 103.7

Call
417-836-5878 | 417-836-3500

Watch
ch 21 in Springfield | ch 26 in Joplin
“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,
Gillioz Theatre

“KSMU listeners really care about local businesses. I find when someone hears our message they’re more prone to support us. It’s a great value for us.”

- Lauren Brown
Co-owner,
Neighbor’s Mill Bakery & Cafe

**Clutter Free**
Audiences pay attention throughout short sponsorship breaks. Concise, hype-free sponsorship messages win appreciation.

- 2-3 messages per break
- 15 second messages on radio
- 20 & 30 second messages on TV
- 2-3 minutes of sponsor messages per hour compared with up to 20 minutes on commercial radio and 12 minutes on commercial TV

Less clutter equals higher audience recall.

**Leader in Public Trust**
The partnership between station sponsors and our audience is a bond unique to public broadcasting.

- 74% of listeners have a more positive view of companies that support public radio
- 61% of listeners agree NPR is selective about companies that sponsor its programming
- PBS ranks #1 in public trust among Americans for 19 years running
- Parents rate PBS KIDS® the most educational media brand

**Return on Investment**
Create a strong, meaningful connection with informed and influential audiences.

- 82% of NPR listeners have taken action based on sponsorship announcements
- 72% of listeners prefer to do business with companies that support NPR
- 76% agree that sponsors are committed to quality and excellence
- 71% say companies who sponsor PBS provide a valuable public service

**Sources:** Marketing & Research Resources, Inc (M&RR) on behalf of PBS, January 2022 | Kantar, NPR State of Sponsorship Survey, March 2022 | NPR Halo Effect Report, April 2022 | PBS Fast Facts, November 2022 | Cone/Porter, 2018
Our sponsors aren't just getting their message out to our audience; they are helping inform and sustain a more engaged community.

Sponsors don't just reach our desirable demographics; they are ensuring access to accurate, trusted news & information.

Sponsors aren't only strengthening their brand; they are helping provide safe, quality education and entertainment for children.
Among PBS affluent viewers...

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.

NPR listeners are...

179% more likely to have a **post-graduate degree**

79% more likely to earn a household income of $250K+

91% more likely to hold a **position in upper management**

Public media consumers are more likely to...

- attend public meetings on town or school affairs
- participate in environmental groups or causes
- be involved in a business club
- be involved with a charitable organization
- serve on a committee for a local organization

**DEMOGRAPHICS**

**KSMU RADIO LISTENERS**
54% female | 46% male
60% College Graduates

**INCOME**
- <$25K 7%
- $25-50K 22%
- $50-74K 20%
- $75K 51%

**AGE**
- 18-34 17%
- 35-54 26%
- 55-64 18%
- 65+ 39%

**SOURCES:**
2019 NPR Audience Profile | 2019 Doublebase GfK MRI | + 2017 Ipsos Affluent Survey, USA. Adults 18+ with $125K+ HHI
2022 Nielsen Radio Data SPRINGFIELD, MO
OPPORTUNITIES

Deepened Connections.
Multiplatform Marketing.
Various Genres.

Radio
15 second on-air announcements written in a straightforward style that public radio listeners expect and appreciate

Television
20 second video spots with on-air visuals and audio voiceover

Audio Stream
15 second announcements played at the beginning of the KSMU audio stream

Web Banners
Digital displays on station web pages

Events
Alignment with community-focused music performances, visiting talent, festivals, family-friendly events, and more

Script Guidelines
• Approximately 35 words
• Voiced by station staff
• Identifies sponsor
• May include:
  • contact information
  • event details
  • short product or service listing
• May not include:
  • calls to action
  • qualitative or comparative language
  • pricing information
ENGAGE YOUR TARGET AUDIENCE THROUGH...

NPR  
Programs  
top stories in U.S. & world news, politics, health, science, business, music, arts & culture

PBS  
Genres  
arts & culture, drama, news & public affairs, science & nature, history, how-to, kids learning

Local  
Content  
arts & music, regional reflection, history, science, campus culture, civic engagement

Events & Outreach  
Seuss Science Day, Studio Live Social Hour, OPT PBS KIDS Writers Contest, Tiny Desk Contest Showcase, Trivia Nights, Public Affairs Conference, Wine & Food Celebration
**Program Specific**
$30 per announcement

**Run of Schedule**
(specials rotate from 6 am - 7 pm)
$23 per announcement
nonprofit discounts available

**Annual Plan**
$18 per announcement
The most cost-effective way to reach KSMU listeners! Announcements placed in programs of your choice, subject to availability. In order to qualify for this rate, an annual commitment of $4,680 for 260 announcements is required.

**Digital Sponsorship**
$150 - $400 per month
Choose between displays on ksmu.org or audio gateway messages which play prior to station streams.

**Leaderboard Banner**
- 728x90 pixels
- $250 per month

**Right Rail Tiles**
- 300x250 pixels
- Monthly rates: $250-top spot, $200-middle, $150-bottom

**Audio Gateway**
- Plays prior to stream on smart speakers, apps, or via station website
- $400 per month
Please note, online sponsors will move lower on the page during week long spring and fall pledge drives. Content may rotate with up to 3 other sponsors.

**Long-term Discount**
With a 3 year commitment, receive a 5% discount and a guaranteed locked in rate

*All rates are net to station.*
Lifelong Learning
PBS KIDS® helps kids, parents, and educators make progress, wherever the classroom is! All families in the Ozarks can access content 24/7 on digital channels 21.2 in Springfield and 26.2 in Joplin, or by streaming online or via the PBS KIDS Video App.

OPT PBS KIDS 24/7 Channel Sponsorship
$3,000 Annual Package
8 spots per day, 7 days a week

OPT HD, broadcast on channel 21.1 in Springfield and 26.1 in Joplin, offers viewers in the Ozarks...

Kids shows to educate and entertain
A front row seat to the arts
Dramas that sweep you away
News you can trust
Science & nature that astonishes
History for the history buff

In addition to the main service, OPT broadcasts OPT PBS KIDS® 24/7 Channel, OPT Create, and OPT World.

Children’s Programs
(Mon-Fri, 6:30 am-1 pm, Sun 6-11 am)
$35 per spot
Special pricing for OPT PBS KIDS 24/7 channel sponsorship

Primetime
(7-10 pm)
$70 per spot (program specific)

News
(Mon-Fri, 5-7 pm)
$65 per spot

How-To
(Sat, 7 am-4 pm)
$60 per spot (program specific)
$50 per spot (rotation)
Special pricing for OPT Create channel sponsorship

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, an annual commitment of $3,640 for 104 spots is required.

Program Packages
$1,000
Take advantage of PBS specials that connect you with diverse audiences, ranging from Ken Burns titles to American Experience episodes.
Exclusive offer for active OPT sponsors

Digital Sponsorship
$150-$250 per month
300x250 pixel displays on optv.org

Long-term Discount
With a 3 year commitment, receive a 5% discount and a guaranteed locked in rate.
Production is included at no extra charge.
Sponsors listed in monthly OPT program guide mailed to over 7,200 households.
All rates are net to station.

OPT World
Kids shows to educate and entertain
A front row seat to the arts
Dramas that sweep you away
News you can trust
Science & nature that astonishes
History for the history buff
Document, Present, & Preserve
Each year OPT produces two feature-length documentaries to bring local stories to life. Support from sponsors allows us to present and preserve the history of the place we call home.
Sponsorship packages range from $3,000-$10,000

OzarksWatch Video Magazine
In this long-running local program, hosts Jim Baker and Dale Moore explore our Ozarks culture and evolving heritage. Align your brand with this important and unique form of storytelling.
Sponsorship packages range from $5,000-$10,000

Event Sponsorships
Signature events in our community have become crowd favorites for kids and adults alike. Events range from our Seuss Science Day—a free family event with interactive activity booths and special appearances from the Cat in the Hat, to the long-running Wine & Food Celebration—an adults-only tasting event with all proceeds benefiting kids programming. Other events throughout the year offer unique opportunities to connect with niche audiences.
Event sponsorships range from $1,000-$10,000
SPONSORS

- 417 Magazine
- All About Trees
- Arkansas Heritage
- Carnahan Evans
- Cedarhurst Senior Living
- The Center For Plastic Surgery at Ferrell Duncan
- Central Bank Of The Ozarks / Central Trust Company
- Citizens Memorial Hospital / Foundation
- City of Springfield Environmental Services
- City Of Eureka Springs
- Classic Wood Floors / Smith Flooring
- The Coffee Ethic
- Commercial Street CID
- Community Foundation of the Ozarks
- Crystal Bridges
- C.W Titus Foundation
- Dogwood Canyon
- Dressler Peters Law Firm
- Drury University
- Easter Injury Law
- Ellis, Ellis, Hammons & Johnson, P.C.
- Fetch Pet Supplies
- Finley Farms
- Flood Media Group
- Freeman Health System
- Friends of the Library
- Garbo’s Pizzeria
- Gillioz Theatre
- Great Southern Bank
- Greene County Senior Citizens’ Services Fund
- Hammons Hall for the Performing Arts
- Hammons Products Co.
- History Museum on the Square
- House of Flowers
- HyVee
- Janice Markley of Isagenix
- Joy Robertson of Murney Associates Realtors
- Justice Jewelers
- Kaleidoscope
- Kids Directory
- Larson & Miller Injury Law
- Lemons Charitable Trust
- Liberty Utilities
- Little Grins Dental
- Mama Jean’s
- Mattax Neu Prater Eye Center
- McGill Law Firm
- McKinney Bedding Co.
- Mid-Missouri Bank
- Missouri Humanities Council
- Missouri State University
- Moxie Cinema
- Neighbor's Mill Bakery & Cafe
- Nesbitt Construction
- Pickwick Underground Framing
- The Plant Room
- Quilt Sampler
- The Quilted Cow
- Relics Antique Mall
- Sedalia Visitors & Convention Bureau
- Silver Dollar City
- Simply Delicious
- Spark Promos
- Springfield Airport
- Springfield Art Museum
- Springfield Ballet
- Springfield Brewing Company
- Springfield Business Journal
- Springfield Little Theatre
- Springfield Properties LLC
- Springfield Regional Arts Council
- Springfield Symphony Orchestra
- Storybook Barn
- The Summit Preparatory School
- Sunbelt Environmental Services / Sunbelt Solar
- Sunshine Valley Farm Stand
- Synergy Recovery & Counseling Centers
- TelComm Credit Union
- Temple Israel
- Tie & Timber Beer Company
- The Urban Cup
- Wild Birds Unlimited
- Walnut Street Inn
- Waverly House Gifts and Gallery
- Wilson’s Creek National Battlefield

Sense of Community partners listed in bold.

Sense of Community is a local programming initiative with quarterly radio series and TV specials exploring the arts, business, civic engagement, education, health, and science.

Sponsorships start at $9,000.