



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



Click

ksmu.org | optv.org

Call

417-836-5878 | 417-836-3500

Listen

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

Watch

ch 21 in Springfield | ch 26 in Joplin



Stand Out.
Build Trust.
Gain Support.

“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



Affluent.
Influential.
Engaged.

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.

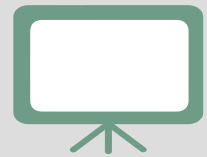
Sponsors aren't only strengthening their brand; they are helping provide safe, quality education and entertainment for children.



373,792
Weekly Viewers



40,000
Weekly Listeners



25,000
Monthly Website Visitors



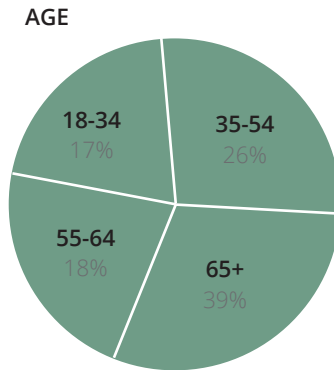
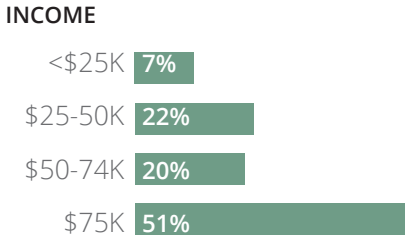
23,000
Email Inboxes



— OPT Coverage Area — KSMU Coverage Area

DEMOGRAPHICS

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



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**

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.

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





OPPORTUNITIES

Deepened Connections.
Multiplatform Marketing.
Various Genres.

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

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

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

Weekly Schedule

	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6a	Morning Edition					People's Pharmacy	BBC World Service
7a						Weekend Edition Saturday	Weekend Edition Sunday
8a							
9a							TED Radio Hour
10a	Classical 24				Arts News	Planet Money & How I Built This	The Choral Tradition
11a					Classical 24	TED Radio Hour	Harmonia
12p					World Cafe	Fresh Air Weekend	You Bet Your Garden
1p	Here & Now				Science Friday	Saturday Afternoon Classical	People's Pharmacy
2p							Zorba Paster On Your Health
3p	Fresh Air						Living On Earth
4p	All Things Considered				All Things Considered	Weekend ATC	Weekend ATC
5p						Hidden Brain	Planet Money & How I Built This
6p					All Songs Considered	eTown	Hidden Brain
7p	Classical 24				The Roundabout	Seldom Heard Music	eTown
8p							
9p					Jazz	The Gold Ring	Mulberry Tree
10p	Jazz Excursions	Punk & Variations	Beneath the Surface	The Basement	World Beat Broadcast	Beale Street Caravan	Hearts of Space
11p				Journey Into Jazz		BBC World Service	BBC World Service

Program Specific

\$30 per announcement

Run of Schedule

(spots 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.



The screenshot shows the KSMU website interface. At the top, there's a navigation bar with 'HOME', 'NEWS', 'PROGRAMS', 'SUPPORT', 'COMMUNITY CALENDAR', and 'TUNE IN'. Below the navigation, there are several news articles and advertisements. One article is titled 'GasBuddy warns gas prices are expected to increase significantly' with a sub-headline 'The gas app says prices will go up 50 cents to \$1 per gallon in the coming days.' Another article is 'Federal housing authorities charge Springfield-area landlords with sex discrimination' with a sub-headline 'The Department of Housing and Urban Development alleges Springfield residential property owner Jimmie Bell violated the Fair Housing Act when dealing with a woman who rented a house from him.' There are also advertisements for 'THE HISTORIC GILLIOZ CENTER FOR ARTS & ENTERTAINMENT', 'Checking Accounts with KASASA Rewards', and 'Fiddler on the Roof'.



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.



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

Home for How-To

OPT Create features food, travel, home & garden, arts & crafts, fitness, and living. Find the round-the-clock broadcast on KOZK channel 21.3, KOZJ channel 26.3, and on Mediacom Cable.

OPT Create Sponsorship
\$3,000 Annual Package
8 spots per day, 7 days a week



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.

REGIONAL REFLECTION, LOCAL CONNECTION



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**
- McGull 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.

Our Team



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