Minnesota PBS

Minnesota PBS Sponsorship Opportunities

Media Kit

Trusted. Valued. Essential.

Minnesota PBS empowers lifelong learners to explore the world with iconic PBS programs and locally (in-house) produced content.

As a **non-profit, member-based organization,** Minnesota PBS's mission is to enrich lives and strengthen our community through the power of media. Minnesota PBS boasts nearly 135,000 proud members and growing!

Minnesota PBS fans recognize sponsorship as **marketing with heart.** They acknowledge Minnesota PBS's supporters as champions for a vital community service.

Minnesota PBS Distinct Advantage: Quality Content

Minnesota PBS program sources include trusted PBS shows as well as locally created productions that highlight topics important to our community. Proudly discernible as **educational media,** ALL programs on Minnesota PBS fall into three distinct content buckets:

Largest Stage

PBS gives viewers a premiere experience entering the worlds of music, theatre, dance, art and drama.

Largest Classroom

Parents rate PBS KIDS the most educational media brand. PBS programming taps into the curiosity of lifelong learners.

Window to the World

For 23 years, PBS is #1 in public trust and the most trusted news and public affairs network.

Minnesota PBS Distinct Advantage: Quality Audience

Only public media can deliver diverse audiences with these attractive common threads.[1]

Educationally Driven

Prioritizes education and lifelong learning

Influential

Drives trends through word of mouth and influences corporate and social networks

Affluent

Achieves a high net worth and enjoys substantial purchasing power

Cultured

Passionate about the arts, relishes music, theatre and museums

Community-Minded

Participates in initiatives in their communities

[1]2023 MRI Simmons Spring Doublebase USA

Minnesota PBS Distinct Advantage: Halo Effect

Your recognized support builds a connection with audiences, instilling a halo effect that drives **brand lift** and **influences buying decisions.**

Minnesota PBS audiences trust us, and in turn, they trust our sponsors. This makes them pre-disposed to support your organization. **You will not get that benefit with commercial media advertising!**

64%	feel PBS sponsorship is more trustworthy than advertising on other networks[1]
74%	agree PBS sponsors provide a valuable public service[2]
76%	believe PBS sponsors have a commitment to quality and excellence[2]
62%	see PBS sponsors as industry leaders[2]

Source:
1-PBS Sponsor Study Audience Attitudes, City Square Associates, 2- Kantar. SGPTV, US Video Insights 2023

Minnesota PBS Distinct Advantage: Superior Message Environment

In public television's clutter-free environment, our engaged viewers pay attention throughout short sponsorship breaks. Per hour, an average of 1 ½ minutes of local sponsor messages air on Minnesota PBS versus up to 15 minutes of advertising on commercial television.

63%	63% of viewers say it's easier to remember PBS sponsor messages than advertisements on commercial media.[2]

Source:
2- Kantar. SGPTV, US Video Insights 2023

Minnesota PBS Broadcast

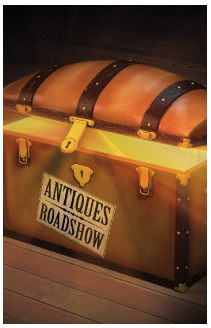
Across our five stations, :15 or :30 television messages are delivered in a respectful tone that resonates with viewers. Minnesota PBS Account Managers work with sponsors to deliver the best broadcast schedule, based on your unique marketing needs. Sponsorship options include:

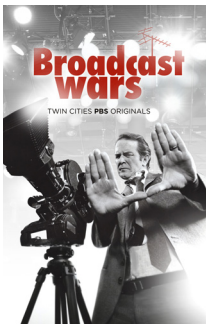
Program

Target programs and engage their loyal audience.

Genre

Target audiences that have a passion for arts, news, cooking, or children's programming.





Run-of-Schedule

Broaden your reach with a sponsorship that runs across a wide range of quality programs.

Minnesota PBS Digital

PBS Streaming

Pre-roll messages air when local viewers stream their favorite PBS programs across all digital platforms including the PBS App, smart TVs, phones, tablets, and the PBS website! Clickable messages ensure quality engagement and results.

MinnesotaPBS.org Website

Select display ads featured on MinnesotaPBS.org for viewing on computers, mobile, and tablets.

Minnesota PBS E-newsletters

Ads are presented to a core fan base of subscribers, interspersed with top stories, providing prominence in an un-cluttered environment.

- Weekly Watchlist – Engaged members and non-members
- Member Insider – Exclusively for members
- Neighborhood – Parents and caregivers
- Educators – Local teachers and educational staff

Special Offers E-newsletter

Custom email exclusive to your special offer.

Minnesota PBS Events

Minnesota PBS is committed to bringing people together. Event sponsorships include on-site activation, audience engagement opportunities, and promotion across our platforms. Sample events include:

- Be My Neighbor Day and other free, family events
- Members and donors-only special events (past examples include exclusive events with Rick Steves and the cast of "*America's Test Kitchen*")
- Program screenings for locally-produced and PBS programs bringing people together in the Twin Cities and southern Minnesota.
- Community forums supporting Minnesota PBS content
- Cross-promotion with Minnesota PBS at external community events

Minnesota PBS Children's Media

PBS KIDS is the home of beloved characters such as Daniel Tiger, Big Bird, Arthur, Clifford, and many more. Parents trust PBS and our sponsors to provide high-quality educational experiences that encourage positive behaviors and foster success.

A whopping 50% of the PBS KIDS audience is parents! Parents choose to watch PBS KIDS with their family for bonding time and to reinforce the educational messages.

PBS KIDS airs on both broadcast (MN PBS and PBS 24/7 Kids Channel) and digital (streaming) platforms.

PBS KIDS — Parents' #1 Choice!

#1	PBS KIDS ranks #1 in ratings with W18 – 49 with kids under 12 and #1 in reaching a diverse audience of Black, Asian, Hispanic, and Native American kids ages 2-11[1]
82%	of parents trust sponsors on PBS KIDS more than the advertisers on other children's networks or streaming services[1]
88%	of parents say PBS KIDS models positive social and emotional behaviors in children[2]
91%	of parents say PBS KIDS helps prepare children for success in school[3]
91%	of parents agree that PBS is a trusted and safe source for children to watch television, and play digital games and mobile apps.[3]
68%	of parents named PBS KIDS the most educational media brand.[3]

Source:
1-Nielsen NTI Live+7 NPOWER, Networks: M-F 6a-5p, PBS KIDS: Child Multi Weekly, 2/6/23–9/24/23 Reach & Frequency Report 1+ minute qualifier, Child Multi Weekly, 10/22– 9/23, 2-Marketing & Research Resources (M&RR) January 2018 |, 3-YouGov survey 1.5.26 -1.12.26

Minnesota PBS

Mission:

To Enrich Lives & Strengthen Our Community Through The Power Of Media

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MinnesotaPBS.org/sponsor