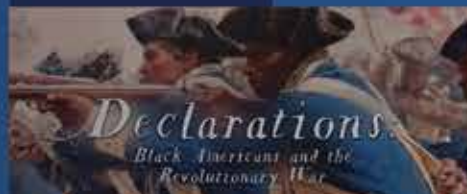


Nashville PBS Media Kit

2026/2027

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Finding Your Roots
with Henry Louis Gates Jr.



PBS NewsHour



Tennessee
Crossroads

Nashville PBS

Nashville PBS is dedicated to telling stories that entertain, inspire and change lives. By creating and distributing award-winning content, Nashville PBS highlights to the world what makes Middle Tennessee unique.

As a nonprofit educational organization, Nashville PBS also prepares children for success in school and creates lifelong learning opportunities for all.

Our Mission

Nashville PBS connects Nashville and beyond with trusted content that reflects, strengthens, and celebrates our communities.



Creating, Educating, and Connecting Our Communities



Nashville PBS produces hours of original content annually, including *Tennessee Crossroads*, *Volunteer Gardener*, *A Slice of the Community*, *Clean Slate with Becky Magura*, *Next Door Neighbors*, *A Word on Words*, *Aging Matters*, *Jaunts*, *Arts Break*, and *The Citizenship Project*. We also collaborate with local filmmakers to deliver trusted content.

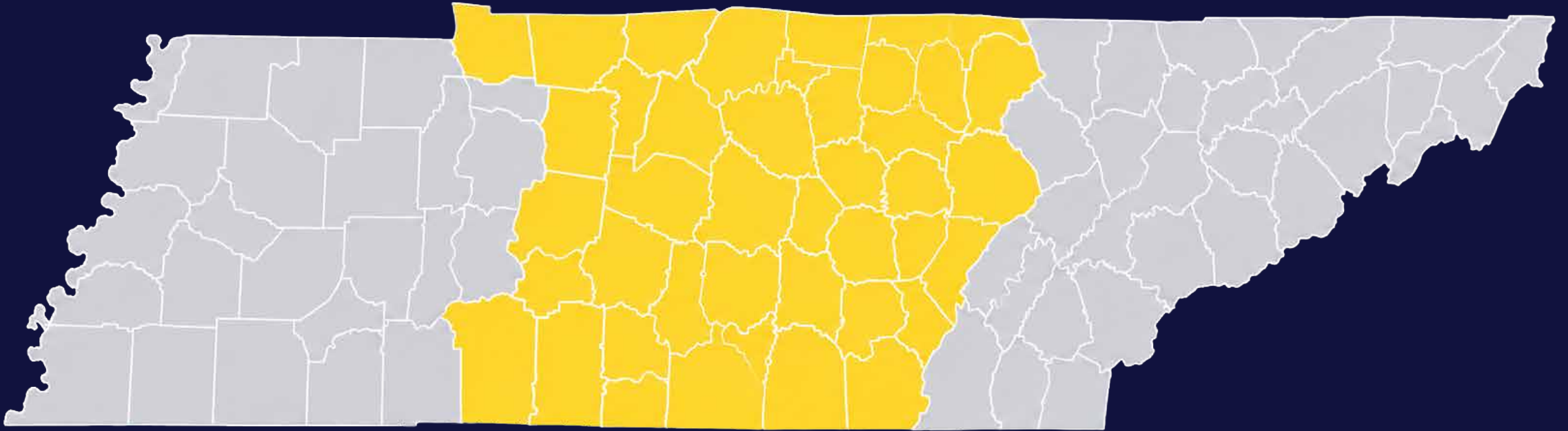


We provide educational content for all ages, supporting parents, teachers, and students with PBS Kids resources and promoting safe, trusted media. We encourage family engagement and digital literacy.



Hosting over 100 events annually, Nashville PBS fosters meaningful conversations through community discussions, screenings, and content on important local issues.

Nashville PBS Coverage Map



Nashville PBS reaches
81% of homes in Middle Tennessee and Southern Kentucky,
with a broadcast area that covers a potential audience of 2.4 million people.

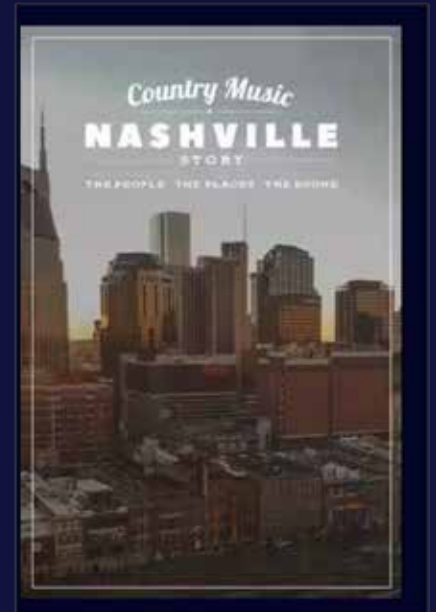
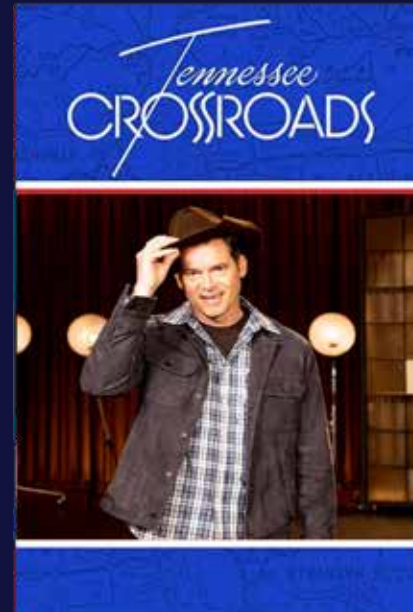
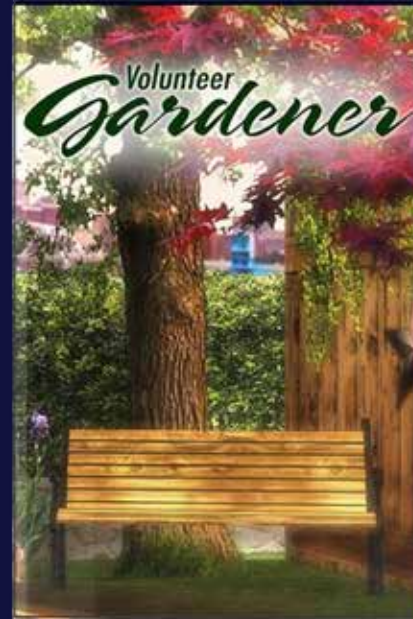
Nashville PBS

Ranked among a consideration set that included commercial cable and broadcast television, newspapers, streaming services, and others.



Nashville PBS Underwriter Benefits

Nashville PBS offers trusted, intelligent programming that stands apart from ratings-driven commercial television networks, serving viewers as engaged citizens rather than just consumers. As a result, sponsoring our programs provides unique benefits that traditional commercial advertising can't match.



Nashville PBS Is Good For Business



of viewers are more likely to purchase from corporate sponsors they see on Nashville PBS than they are to purchase from those they see on commercial television networks.

Build Brand Loyalty And Trust with Nashville PBS

Growing Consumer Trust Through Partnering with Nashville PBS



of Nashville PBS viewers say they feel more positive about companies that sponsor Nashville PBS



of Nashville PBS viewers respect companies that sponsor Nashville PBS because of their association with the station.

Source: Marketing & Research Resources, Inc. (M&RR) 2024 | <https://sgptv.org/the-pbs-difference/>

Nashville PBS Content Is Relevant and Appeals to A Diverse Viewership

Tailoring Programs to Reflect the Voices and Interests of All Communities



of Nashville PBS audiences believe the content appeals to people of different ethnic backgrounds.



of Nashville PBS audiences believe the content features a diverse range of people.



of Nashville PBS audiences believe it is in touch with today's culture.

Source: 2024 PBS Trust Survey, Proof Insights, 1/2024.
<https://www.pbs.org/sponsorship/audience/>

Avoid Advertising Clutter On Nashville PBS



of viewers say they appreciate the clutter-free, non-commercial environment of Nashville PBS programming.

On our platforms, your brand avoids the advertising clutter found on other networks. Our exclusive, non-commercial environment with limited sponsor spots creates a more enjoyable experience for viewers, ensuring your message stands out and connects with our engaged audience.

Source: Kantar | SGPTV, US Video Audience Insights 2023 | <https://npsiv.org/the-pbs-difference/>

Nashville PBS Reaches a Premium Audience of Affluent and Educated Consumers

Nashville PBS Delivers A Valuable Audience To Underwriters



of Nashville PBS audiences are more likely to have a doctorate degree



of Nashville PBS audiences are more likely to have a household net worth of \$1MM+

Source: MRI Simmons Fall 2023 Doublebase, A16+, watched PBS in past 30 days, PBS online viewers (via cell phone, smart TV, computer, or VOD)
<https://sgptv.org/pbs-audience-insights/>



PBS KIDS Reaches Your Target Demo

A donut chart with a green segment representing 56% of the total.

56%

of PBS KIDS viewers
are Adults 18+

A donut chart with a green segment representing 85% of the total.

85%

of Parents watch PBS KIDS
with their children

Source: Nielsen NTH Live+7, 2/6/23-9/24/23, A18+ & P2-17. Kantar | SGPTV, US Video Audience Insights 2023 "of parents with children under 12 that watch PBS KIDS"
<https://sgptv.org/pbs-audience-insights/>

Partnering with Nashville PBS

Leverage Nashville PBS
To Reach Exclusive Audiences

Nashville  PBS



Underwriting & Event Sponsorship

Supporting Nashville PBS content and events provides businesses, individuals, and foundations with a unique opportunity to align with the station's strategic priorities while gaining valuable visibility.

Underwriters and Event Sponsors are integral to advancing Nashville PBS's mission and goals, offering essential financial support for key projects, programs, and services that create a direct, lasting impact across the region. By supporting Nashville PBS, your generosity helps reach thousands of households in our community each year, amplifying the positive influence of your partnership.



Underwriting & Event Sponsors



Production Underwriting (National)	Program Underwriting (Local)	Event Sponsors
Production underwriters fund specific Nashville PBS productions and receive recognition in perpetuity inside every episode of the funded season. Recognition is built into the program and travels with it wherever and however it is viewed, including on national and local broadcast, streaming platforms, and podcasts.	Program underwriters support Nashville PBS in our broadcast viewing area and are recognized in the breaks adjacent to the programs chosen for sponsorship. The broadcast reach includes a potential audience of approximately 2.4 million viewers in Middle Tennessee and Southern Kentucky.	Nashville PBS hosts approximately 100 community events annually with a variety of ways for sponsors to activate on the ground and be recognized in event collateral. Thousands of community members attend Nashville PBS events. The range of topics are diverse, including music, local content, and children's activities, allowing sponsors unique opportunities to engage with the local community and increase their visibility.

Nashville PBS Magazine/Program Guide

Ads are available, both as a standalone, and as part of a larger underwriting package.



The Nashville PBS magazine is a bimonthly print and digital publication. Intentionally designed as a marketing and membership tool, it is funded with sponsorships and media trades, and printed by R. H. Boyd here in Nashville.

The magazine showcases our programming, community stories, and ways to become involved. It is also sent to our sustaining members, given out at events, and distributed in our community.

Print Rates (Per Issue)

Size	1X	3X	6X
Full Page	\$895	\$750	\$695
1/2 Page	\$495	\$425	\$375
1/3 Page	\$425	\$350	\$295
1/4 Page	\$300	\$240	\$200

Premium Placement

Add 15% for inside front or back page placement (if available)

Ad Sizes

Full Page	7.7" x 10.5"
1/2 Page Horizontal	7.7" x 5.125"
1/2 Page Vertical	4.25" x 10.5"
1/3 Page Horizontal	7.7" x 3.5"
1/3 Page Vertical	2.45" x 10.5"
1/4 Page Horizontal	3.7" x 5.125"

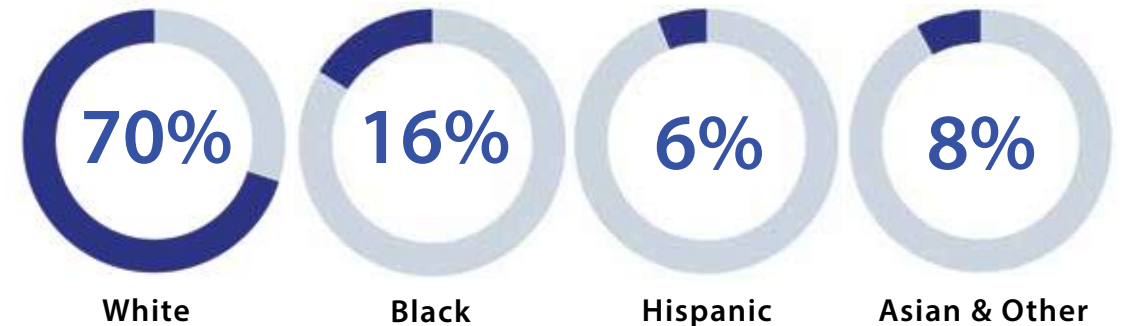
Nashville PBS Audience Profile

Nashville PBS serves
2.4 Million People
in Middle Tennessee
and Southern Kentucky.

Monthly Broadcast Audience Reach

Households	Persons 2+
253,051	390,685

Audience By Race



Audience Characteristics

Characteristics	Category	Reach
Age	Under 50	20%
	50 – 64	32%
	65+	48%
Education	Bachelor's Degree or More	51%
HHLD Income	100K+	39%

Social Media & Newsletter Reach



Social Media Reach

FY25 Digital Nashville PBS Annual Impressions

5,858,482

	Followers	Impressions
Facebook	108K	4 Million
Instagram	26K	2 Million
You Tube	180K	3 Million
LinkedIn	1K	28K

WNPT e-Newsletter

Subscribers

Annual Impressions

30,700

368,400

"WNPT This Week" e-newsletter

Each week, we highlight the best PBS and WNPT shows and the many convenient ways to watch them. Whether our audience is on the go or in front of their TV, they will always be able to enjoy Nashville PBS favorites. We also highlight our original local productions, events, gifts, giveaways, and more.

With 300x300 TTC Banner Ad

4 issues

\$200

Underwriting Rates — Nashville PBS

Sponsorship Opportunities

Dayparts	Mon – Fri	Sat	Sun	Mon – Sun
PBS KIDS *ROS:	6am – 9am; \$30 11am – 3pm; \$40	5am – 9am; \$30 -	5am – 9am; \$30 -	- -
Early Fringe *ROS:	3pm – 6pm; \$50	-	-	-
PBS NewsHour:	6pm – 7pm; \$115	-	-	-
Primetime:	-	-	-	7pm – 10pm; \$200
Prime Encores, Late Fringe *ROS:	-	-	-	10pm – 12am; \$60
Daytime *ROS:	-	9am – 6pm; \$60	-	-
News/Prime Access *ROS	-	6pm – 7pm; \$75	-	-
Daytime *ROS:	-	-	9am – 12pm; \$85 12pm – 6pm; \$65	- -
News/Primetime	-	-	-	6pm – 7pm; \$85
Overnights	-	-	-	12am – 4am; \$15

Nashville PBS Special Program Sponsorships

Details on specific programs and rates available upon request. Please ask your Nashville PBS representative or visit nashvillepbs.org/schedule for the current program schedule.

Antiques Roadshow	Volunteer Gardener
Finding Your Roots	PBS Arts & Music
FRONTLINE	American Experience
Nature, NOVA	Masterpiece
Tennessee Crossroads	PBS documentaries

WORLD (WNPT 8.2), PBS KIDS (WNPT 8.3) & Create (WNPT 8.4)

WORLD (8.2) shares the best of public media in news, documentaries, and informational programming that helps us understand conflicts, movements and cultures. **PBS KIDS 24/7 (8.3)** offers round-the-clock PBS KIDS programs at times un-available on the main channel. **Create (8.4)** focuses on lifestyle, travel, cooking, and how-to programming.

Plans

	Mon – Sun	Rate
WORLD 8.2 *ROS:	6am – 6pm 6pm – 12am	\$25 \$40
PBS KIDS 8.3 *ROS:	6am – 5pm 5pm – 10pm	\$35 \$50
Create 8.4 *ROS:	6am – 6pm 6pm – 12am	\$15 \$20

Special Information

- Rates quoted are for 15-second announcements.
- 30-second announcements are accepted at 50% increase above the 15-second spot rate.
- Discounts available on 26 and 52 week contracts.
- 10% bonus in ROS spots for pre-payment.
- Discounts available for non-profit organizations.

* ROS = Run of Schedule

Nashville PBS Guidelines For Underwriting

Underwriting provides a valuable opportunity to recognize the generous support of underwriters while upholding the non-commercial nature of public media. Per FCC Guidelines for public broadcasting, underwriting credits should refrain from including the following:

- 1. Calls to Action:** Underwriting credits should not include commands and calls to action such as “buy now,” “call...,” “visit.” An underwriting credit should identify the underwriter and provide a brief, value neutral description or non-promotional statement regarding services or products followed by information where the underwriter is located, may be contacted or a URL for more information.
- 2. Reference to Price & Inducements to Take Action:** Underwriting credits should not mention price (including “free”) or inducements to take action or purchase an underwriter’s product or services over another company.
- 3. Comparative and Superlative Language:** Underwriting credits should not include descriptive words that set their products or services apart from other companies. Examples are words such as “unique,” “outstanding,” “better,” “premiere,” “best,” and similar promotional adjectives and superlative language.
- 4. Endorsements or Opinions:** Underwriting credits should avoid third party endorsements though a company spokesperson is permitted. Opinions or statements that are open to interpretation should be avoided.
- 5. Limited Length:** Austin PBS’ standard length for an underwriting message is :15 seconds. :10 second and :30 second credits are acceptable as long as they remain consistent with FCC Guidelines.
- 6. Recognition in Specific Formats:** Underwriting acknowledgement may appear in specific formats like audio, video or text but should remain consistent with the spirit of FCC Guidelines for public broadcasting.



Nashville  PBS

Thank You!

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