



MEDIA KIT



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MARKET YOUR MESSAGE ON KVIE



KVIE Public Television excites the mind, the spirit, and enriches the lives of people in the Central Valley & Sierra. With an uncompromising commitment to quality, KVIE is the one place where viewers can find news, analysis and commentary; in-depth coverage of local and global social issues; cultural expressions from around the world; and entertainment with humor, wit, emotion, and soul.

KVIE provides the ideal environment to gain visibility and build trust for your organization - with an **uncluttered** environment, **broad** reach, **quality** programming, and an **intelligent** and **responsive** audience.

Unlike commercial television, sponsors on KVIE earn the genuine respect of the audience. Align your company with KVIE and experience the power of public television.

Demonstrate that you value programming that educates, enriches and inspires our community while reaching a sophisticated, discriminating, and intelligent audience.

That is the power of a public television sponsorship.

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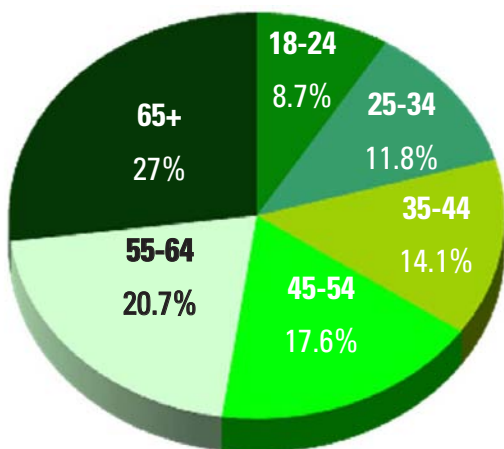


THE KVIE AUDIENCE AT A GLANCE

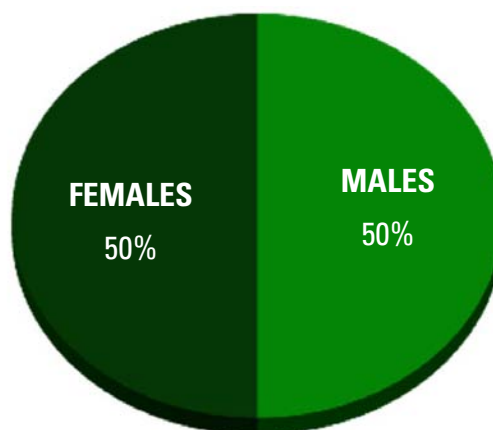
Over 690,000 viewers throughout 28 counties watch KVIE each week for top quality programming,. By underwriting on KVIE, you will be able to effectively reach a large and targeted audience. This audience has above average income and education, is not watching other channels, and recognize sponsors of their favorite programs and reward them with their business.

KVIE AUDIENCE SNAPSHOT₂

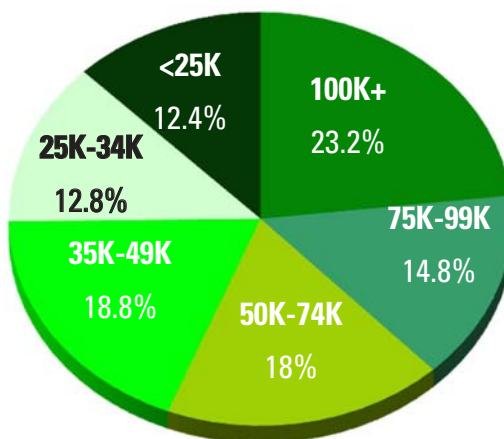
AGE PROFILE



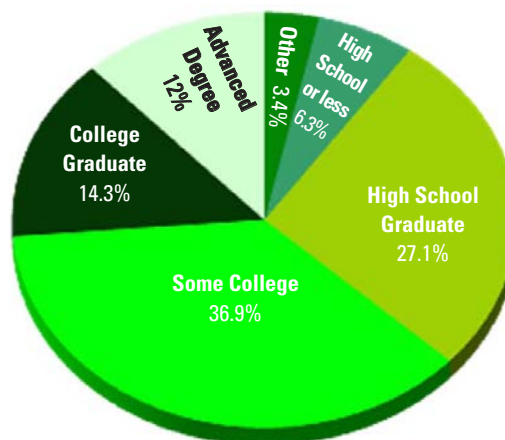
GENDER PROFILE



HOUSEHOLD INCOME PROFILE



EDUCATION PROFILE



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KVIE'S INVOLVED AUDIENCE

Public television attracts some of the most **well-heeled, affluent, and influential** viewers available on any medium, anywhere. It's a powerful consumer group with high amounts of discretionary income. PBS contributors are also **highly educated**. They appreciate the variety of smart, thought-provoking programming available only on PBS. And, PBS is the **number one place to reach viewers who are tuned into the world around them** - engaged in stimulating programming and engaged in their communities. PBS contributors are movers and shakers - active in issues of politics, media, and community affairs. The net result is a viewership with a 'bottom line' far stronger than you can reach effectively on any other broadcast or print promotion opportunity.

CATEGORY	US POPULATION INDEX	PBS VIEWERS INDEX	PBS DONORS INDEX
Post Graduate Education	100	120	244
Graduated College Plus	100	110	180
Home Value \$750,000	100	136	268
Wrote 'letter to the editor' or called radio station	100	139	238
Wrote something that was published	100	122	192
Wrote/phoned a politician at the state, local, or national level	100	134	219
Worked for a political party	100	151	309

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KVIE: THE IDEAL ENVIRONMENT FOR YOUR COMPANY

KVIE: #1 IN PUBLIC TRUST

For the eighth year in a row, the public rates PBS #1 for trustworthiness against other public institutions, with 79% trusting PBS “somewhat” or “a great deal”⁴. This trust transfers into a halo-effect for sponsors through their association with KVIE, with 62% of PBS viewers stating they are **more likely to purchase a PBS sponsors’ product or service**. These viewers are extremely loyal to KVIE, and when you air your corporate support message, you earn their trust.



UNCLUTTERED ENVIRONMENT

With less non-programming minutes than any of the commercial stations⁵, KVIE delivers your message in a clutter-free environment. Less “noise” means that viewers are more likely to hear your message.



	Non-Programming Minutes Per Hour	Programming Minutes Per Hour
Public TV	5:01	54:59
Lifetime	16:36	43:24
HGTV	16:01	43:59
Discovery	15:32	44:28
CBS	15:12	44:48
History	14:01	45:59
CNN	13:54	46:06
FOX News	13:35	46:25



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4. Hart Research Associates/American Viewpoint Polling, February 2011

5. TNS Media Intelligence, November 2010

HIGH QUALITY PROGRAMMING



Award-Winning Children's Programming. From *Sesame Street* to *Martha Speaks*, PBS Kids programming is the **#1 educational media brand**. 84% of adults polled stated that PBS is a **trusted and safe place** for children to watch television.



News & Public Affairs. Trusted, balanced, and objective . . . all attributes of the most-respected source of public affairs programming: PBS. Included are *PBS NewsHour*, *FRONTLINE*, and *Nightly Business Report*.



Science & Nature. Some of KVIE's largest audiences tune regularly to *NOVA*, *NOVA scienceNOW*, and *Nature* - all popular and critically acclaimed.



Arts & Performance. Few other broadcast outlets offer the remarkable range of arts and performance programming seen on KVIE, and it is here that we reach some of our most prized audiences.



How-To Programming. It's a genre that was literally invented by public television, and more than three decades later, still a leader - whether you're building a house, buying a car, or cooking for 12!

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KVIE KIDS: THE #1 EDUCATIONAL MEDIA BRAND⁵

PBS Kids is home to the most beloved children's programs on television, and offers children a safe and trusted environment to explore the world around them and develop a love of learning.

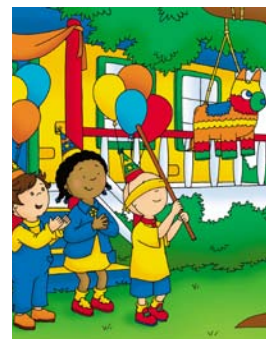
And parents approve, thinking highly of PBS Kids programs:

- ❖ 81% of parents agreed that PBS Kids programming is educational₆.
- ❖ 78% of parents agreed that PBS Kids programming is of high quality₆.

Parents are watching and paying attention to the sponsors. When asked **how often they watched PBS KIDS programs with their children** under 12, nearly **half (46.5%)** of parents surveyed watch "always," "more than half of the time," or "half of the time".

- ❖ 72% of parents agreed that companies that sponsor PBS Kids value children₆.
- ❖ 72% of mothers agreed that companies that sponsor PBS Kids are exceptional₆.
- ❖ 71% of mothers would buy a product from a sponsor of PBS Kids programs₆.

Become a sponsor of KVIE Kids today and reach out to the responsive viewers.



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KVIE PRODUCTIONS: A REPUTATION FOR EXCELLENCE

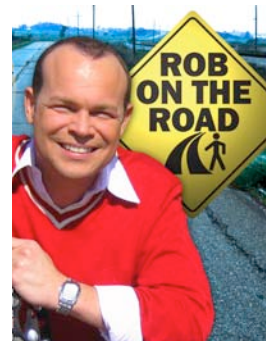
Part of the mission of KVIE Public Television is to reflect the community back to itself by creating compelling and relevant local programming. We fulfill that mission by creating programming that not only informs and educates, but also mirrors the community that we serve.



KVIE investigates issues and explores ideas of interest to the communities we serve, and create **sponsorship opportunities** that enable our underwriters to communicate to diverse audiences with high quality, high-impact program opportunities. Some of our local productions include

❖ **The ViewFinder series**

For over 5 years, this series has celebrated the diversity and culture of our region, examined issues that shape our future, and highlighted our rich heritage.



❖ **Rob on the Road**

This series features personality Rob Stewart, who brings a fresh look at the people and places that make up Northern California.

❖ **Studio Sacramento**

This new weekly series aims to raise the level of civil discourse in our region by engaging in conversations that shed light - not heat - on important issues.



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KVIE 2: MORE OF WHAT YOU LOVE!



In addition to KVIE, your organization can add impact to your on-air schedule with KVIE2, a secondary channel that is **available to all of the 1.4 million households** in the Sacramento-Stockton-Modesto market.



KVIE2 provides an additional public television viewing option and has some of your favorite high-quality PBS programming during a different daypart. Signature PBS programs such as *NOVA*, *FRONTLINE*, and *Nature* receive secondary plays on KVIE2 and can be seen by those fans who missed the initial airing on KVIE.



KVIE2 also features a variety of genre programming, including

- ❖ Music,
- ❖ Arts/Crafts (including Scrapbooking, Gardening, Painting),
- ❖ Woodcarving/Woodturning, and
- ❖ School-aged Children's Programming.



Viewers tune in to KVIE2 to watch more of what they love! Air your support message on KVIE and KVIE2 and let viewers know that you are out there.

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KVIE Vme: Connecting you with today's and tomorrow's U.S. Hispanic viewer



KVIE Vme is the network for today's and tomorrow's U.S. Hispanic viewer; enriching lives through programming that is both relevant to and reflective of the lifestyles and aspirations of our viewers.

A full 24-hour digital network, KVIE Vme reaches 80% of Hispanic television households, and over 60% of its audience falls within the 18-49 demographic. And while the Sacramento-Stockton-Modesto TV ranks 20th for overall viewers, it is **11th in the country for Latino viewers.**



Children's Programming - KVIE Vme features high-quality Spanish language preschool programs for Latino parents who eagerly seek educational Spanish-language programming that maintains the language and culture.



Lifestyle - Vme serves up a full menu of Latino-focused lifestyle with award winning parenting shows, entertaining travel, home, health, design, sports and more.



Factual and Current Affairs - KVIE Vme presents some of the highest quality content available, covering current affairs, history, science, technology, natural history, arts and culture.



Movies and Special Events - Contemporary Spanish-language films, plus international concerts and special events every month. These programs will create appointment viewing with fans of music and the arts.

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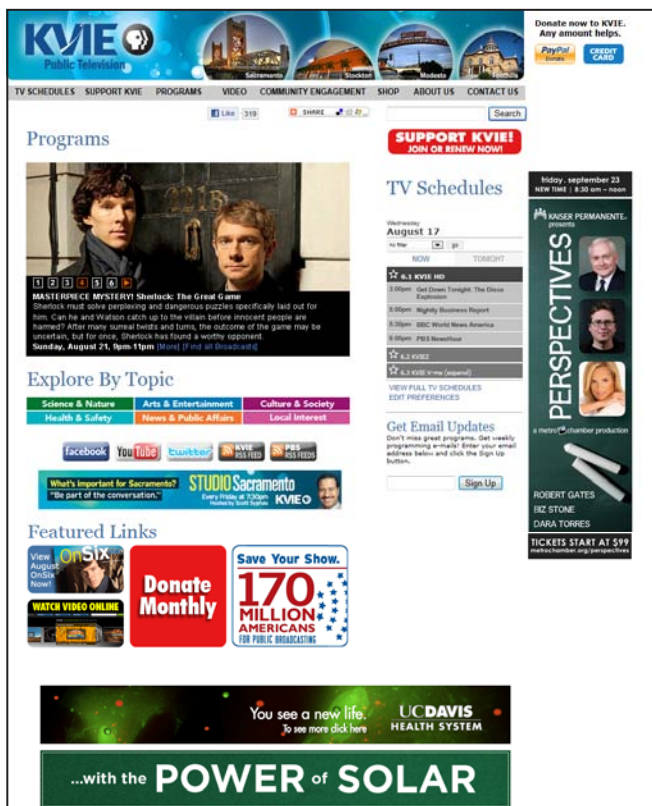


KVIE.ORG: REACH OUT TO THE ONLINE AUDIENCE

KVIE's redesigned website offers a variety of online banner ads, including skyscraper, and leaderboard. With a one to four share maximum and 4 banner ads per page, kvie.org provides less clutter to ensure that your company's message stands out. Your company's banner ad will reach the most well-heeled, well-educated and sophisticated viewers available on any medium.

OF THE PEOPLE WHO VISITED KVIE.ORG IN THE PAST 30 DAYS₂,

- ❖ 57.1% are Adults 18-49.
- ❖ 31.3% of them have a college degree, some post graduate education, or a post graduate degree.
- ❖ 34.5% have a household income of \$75,000 or more.



kvie.org Statistics

- ❖ An average of **11,671** unique visitors each month.
- ❖ An average of **49,730** page views each month.

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EXTEND YOUR REACH



The KVIE 28 county coverage includes

all of:

Amador
Calaveras
Colusa
El Dorado
Mono
Nevada
Placer
Plumas

Sacramento
San Joaquin
Sierra
Stanislaus
Sutter
Tuolumne
Yolo
Yuba

And part of:

Alameda	Napa
Butte	San Francisco
Contra Costa	Santa Clara
Lake	Solano
Marin	Sonoma
Mariposa	
Merced	

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SPONSORSHIP OPPORTUNITIES

Program Underwriting. Air 10-, 15-, or 30-second **sponsor messages between programs** on KVIE and KVIE2, and KVIE Vme.

Genre Underwriting. Air sponsor messages around a **specific type of programming** to reach certain audience targets. Popular choices include public affairs, science and nature, performance, and how-to programs.

KVIE Member Guide. Place an ad in our monthly program guide *OnSix* (circulation 58,000+). This 16-page, full-color magazine has one of the largest circulation of any regional publication, and reaches KVIE members - our most valued audience.

Special Events/Outreach. Sponsor one of **KVIE's special events or initiatives** that raise awareness and create goodwill in the community. These include the KVIE Art Auction and cultural heritage celebrations. We also serve our community through our Ready To Learn initiative for parents, teachers and caregivers.

Production Funding. Fund one of KVIE's **local, regional, or national productions**. KVIE is one of the most active producers of programming for public television, and some of our programs are aired throughout the nation. To date, KVIE has been nominated for 54 Northern California Emmy Awards, and won 17 awards.

Multimedia Sponsorship. Sponsor KVIE's website to **add impact** to your on-air schedule. Your message will be seen by thousands of unique visitors each month.

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KVIE SPOT PRODUCTION GUIDELINES & SPECIFICATIONS

The following is a guideline of preferred video, logos/graphics, and audio specifications for spot production.

VIDEO FORMAT

- HD Format: 1080i, 1440x1080 or 1280x720 (16:9), 29.97 fps.
- Prefer QuickTime, no compression, millions of colors or million+ w/alpha if a keyable element.
 - Due to providers center-cutting the 16x9 picture, please allow for title safe at 4:3, or 30% of screen, and place all important content, including logos and all text, within the 4:3 safe area.



LOGOS AND OTHER VECTOR GRAPHICS

- Format: Adobe Illustrator (.ai or .eps) or Adobe Photoshop files (.psd or .jpg)
- Resolution: 300 dpi at 1440 pixels x 1080 pixels or 1280 pixels x 720 pixels.
- For broadcast, files should be RGB. For print, files should be CMYK.
- Include layers rather than submitting flattened images.

AUDIO FORMAT

- .wav or .aiff @48khz (CD Quality data rate minimum)
- -20 dpfs for High Definition.

MEDIA FORMAT (ranked according to preference):

- QuickTime file, HDCAM; DVCPRO 100, 50, or 25; Digital Betacam

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KVIE SPOT PRODUCTION GUIDELINES & SPECIFICATIONS

Credits on public television maintain a non-commercial sound, in keeping with the non-commercial nature of public broadcasting. Spots that air on KVIE need to be compliant with FCC regulations. More in-depth guidelines can be found online at kvie.org/underwriting.

SPONSOR MESSAGES MAY

- Be :10, :15, or :30 in length
- Identify and depict the sponsor's products or services
- Show your logo, telephone number, website address, locations, or event dates (if applicable)
- Use a well-established slogan or corporate positioning statement
- Use music or sound effects identifying the company, people, and other voice-overs (Rights to music must be cleared first by client or agency)
- Make an association between sponsor and program

SPONSOR MESSAGES MAY NOT INCLUDE ANY OF THE FOLLOWING:

- **Calls to action which direct the viewer to call, visit, try, or compare**
(*"Come in today and take a test drive"*)
- **Superlative description or qualitative claim about the company, its products, or services**
(*"The best service in the industry" or "The most intelligent car ever built"*)
- **Direct comparison with other companies, their products or services**
- **Offer price, discount, or financing information**
(*"7.7% interest rate available now" and "affordable," "discount," or "free"*)
- **Inducements to buy, sell, rent, or lease**
(*"Six months free service when you buy" or "lifetime guarantee"*)
- **Endorsements**
(*"Recommended by 4 out of 5 doctors"*)

Please direct all inquiries to:

Satveer Dosanjh ♦ KVIE Corporate Support Coordinator ♦ 916.641.3601 ♦ sdosanjh@kvie.org

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RAISING AWARENESS BUILDING IMAGE

Sponsorship of KVIE programming, events, or initiatives is a valuable investment that pays dividends in heightened awareness, image, and perception of quality and loyalty. Unlike sponsors of commercial and cable television, sponsors on KVIE earn the genuine respect of television viewers.

Become a supporter of public television today and align yourself with KVIE for a unique blend of community engagement, corporate philanthropy, market positioning, and strategic partnership. You'll reach a sophisticated and community-minded audience who will credit your organization as a supporter of the community.

kvie.org/underwriting



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